

# PRINTERS' INK.

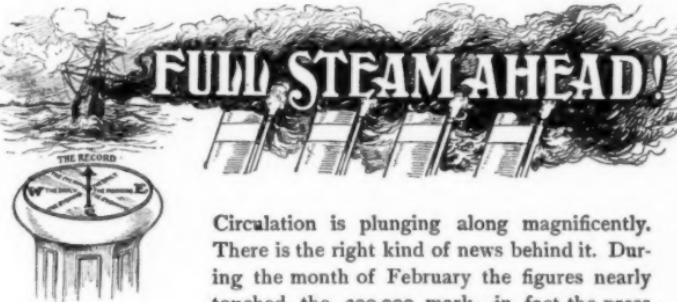
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXX.

NEW YORK, FEB. 28, 1900.

No. 9.



Circulation is plunging along magnificently. There is the right kind of news behind it. During the month of February the figures nearly touched the 200,000 mark—in fact the press run was over that—but actual circulation is the only thing

## THE PHILADELPHIA RECORD

talks about. It is the only kind of circulation of which a newspaper has a right to be proud. It is upon that basis the wise advertiser buys space.

Another big Sextuple Press will be in place soon, making four Sextuple Presses and one commanding Quadruple Press pushed to their limit every morning. Three stand-bys thrown out of our press-room—splendid pieces of the press-maker's art—wonders of ten years ago—but they are not giants enough for "The Record" of to-day.

Last fortnightly average:

**196,163** copies daily: Rate, 25 cents per line.

**152,028** copies Sunday: Rate, 20 cents per line.

The energy and success of the  
Record is the pride of Philadelphia, Lincoln University, Pa Februa.

Advertisers of Summer Resorts learned long ago that "The Record's" rate of 10 cents a line, single column, on orders for thirty consecutive times was the best they could buy. This season's rate is the same.

**WRITE FOR ONE OF OUR CELLULOID AGATE RULES.**

## A CHOICE POSITION

Page 2 of  
PRINTERS' INK  
is for sale.

The price for the page one year (52 times in all) is \$7,800.

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It is the first inside cover page of the paper and faces the leading article each week.

It is a bang-up space now for sale, and no matter how much advertising is carried in other parts of the paper the position insures the advertiser who uses it that his story will not be swamped by the closeness of other advertising.

The newspaper publisher who has a meritorious advertising proposition and who is striving for a larger advertising patronage will find that the position and the advertising will help him materially.

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ADDRESS

PETER DOUGAN,

Advertising Manager

## PRINTERS' INK

10 Spruce Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXX.

NEW YORK, FEBRUARY 28, 1900.

NO. 9.

## INSURANCE JOURNALISM.

By Clarence Axman.

Trade journalism has reached its limit in insurance. There are seventy-five insurance journals and the number is increasing. In the last two years half a dozen have been started. Every big town has one, while New York has twenty. Even Louisville, Ky., is the home of two, and there is no section of the country from Massachusetts to San Francisco not covered.

The insurance press is supported by the companies. Very few "lay" advertisements are inserted, although the two Louisville papers have whisky ads and all the papers devote some space to the railroads so that their editors may ride free on their semi-annual trips to New York for business.

Nearly all the papers attempt to cover the entire field of life, fire and casualty insurance. One paper is devoted to "accident" insurance exclusively, several to "life insurance," none to fire insurance alone. The great mass of the papers pay some attention to all three branches, so that they may miss no advertisements. A few years ago a paper was started in Cincinnati, its object being to cover the news of insurance in but a few States. This paper established correspondents in all cities of the State and contiguous territory and made an instant success. The Louisville papers make a specialty of Southern news. As for the balance of the journals they report the news of the entire country without respect to locality or where they themselves may be situated, one exception being made in a Boston paper which reports New England news.

The papers are divided into two classes, those making a feature of news and those which are merely

editorial sheets. Half a dozen periodicals make an honest attempt to capture the news, and really do print newspapers, but the other seventy editorialize and for items keep the scissors busy. On account of the few newsy papers the insurance officials have long since stopped reading the insurance papers (with a few exceptions), and employ office boys to run through them and mark with blue pencil the items that are of interest, which, with the life companies, consists of every mention of the name of the company.

In giving out advertisements companies pay no attention to the merit or circulation of a newspaper, all business being secured on the personality of the editor or business manager. The circulation figures are invariably falsely given, all papers claiming a circulation of from 1,000 to 10,000 copies per issue. At the same time it is well understood in insurance newspaper circles that there are not more than half a dozen papers which circulate more than 2,500 copies, about the same number run from 500 to 1,500, while the great bulk have less than 500. A monthly paper recently sold in Chicago was found to have a circulation of just sixty-eight copies, nevertheless it had its full quota of ads and there was no reason for any one to believe that its circulation was less than 500. Life insurance companies subscribe for nearly every paper and advertise indiscriminately. A few fire companies subscribe generally, while the mass of local agents the country over are not readers of the insurance press, and read only one paper.

The companies do not want the papers to take a too independent stand in editorials, and are satisfied with anything that praises underwriting and slaps its enemies.

## PRINTERS' INK.

As a result the editors toady to a point of nausea, especially on the big life companies. There are a few journals which are run with a club. They find it easy to blackmail life companies, as these organizations, no matter how powerful, have weak points somewhere and are sensitive to criticism.

Companies are looking upon insurance journalism as a heavy burden on the business. They are growing tired with the expense of advertising. They say there are too many insurance papers and they look with dismay at the constantly increasing army of insurance editors. Talk of retrenchment is general, and already the company managers are beginning to cut insurance papers, not only from their advertising but from their subscription lists. One company, the Traders, of Chicago, goes so far as to refuse to insert a standing ad in any paper.

The "scissors" insurance editor leads the most luxuriant and easy life, and without work to speak of, manages to exist on an income of \$3,000 to \$10,000 a year. Many of the editors have grown rich without a hard day's work since they established their journals. The editors of some of the monthly papers have not mixed with insurance men for years, to say nothing of getting news. The insurance officials hear of them annually, or twice a year, through business managers who go after "ads." A very small per cent of them are daily newspaper men. A few graduated from the ranks of insurance journals and the rest began life as "life insurance solicitors" or fire insurance men, or were connected with some State insurance department. The general impression around the insurance newspaper offices is that the profession is a "graft" and all the office boys expect to break into it and start papers just as soon as they are old enough.

## ETHICS OF ADVERTISING.

The ethics of successful advertising may be stated in these few words: The continuous making of promises, writing these promises in such a style and placing them in such positions that they will be read—and lastly, keeping the promises!—Frederick D. Hull, in *Pittsfield (Mass.) Call.*

## CHURCH ADVERTISING.

Word comes from Chicago that the South Park Avenue M. E. Church has advertisements in great colored letters painted on the billboards announcing location, hours of service, name of pastor, etc., "strong preaching" and "excellent music" being starred as features. It is also reported that the pastor, Rev. Wm. A. Burch, favors newspaper advertising also.

The Chicago preacher shows enterprise, but we are inclined to think one of Toledo's best and most highly respected pastors is accomplishing the same result in a more dignified, less sensational and more effective manner. We refer to Dr. William A. Powell, of the First Presbyterian Church, who has made a yearly contract with the *Bee*, and whose advertisements appear regularly. For instance, in last night's *Bee* his advertisement was two columns wide and one inch deep, top of column next to theatrical reading matter; and it read:

DR. POWELL TO-MORROW.  
10:30 A. M.—"Shining as the Stars."  
7:30 P. M.—"Purity of Heart."  
FIRST PRESBYTERIAN CHURCH  
Huron, one block south of Cherry.

That tells the story. It is good advertising. It is dignified. It offends no one's sense of propriety. It commands respect as well as attention.—*Toledo (Ohio) Bee.*

## FOUND THEM USEFUL.

Fred A. Brenk, Jackson, Mich., is advertising two books through general mediums. These are entitled, "How to Fold a Suit of Clothes," and "How to Press, Crease and Keep Your Trousers." We are in receipt of these booklets and find them very interesting and useful.—*Advertising Experience.*

**HEMET LANDS  
IN CALIFORNIA.**

The HEMET LANDS, with abundant water, are located at Hemet, 50 miles from Los Angeles.

**Gardens of California.**

Soil and climate suitable to the cultivation of either citrus or deciduous fruit. Many varieties of profitable products can be grown here than in any other portion of the State. Potatoes yield 2 crops, alfalfa, 6 crops a year; a family can live on 10 acres. Good market, educational and religious advantages. Will send.

**Free to Any Address** our large illustrated pamphlet, giving valuable information and many facts and figures about good California irrigable lands, in tracts to suit, on easy payments. Title perfect. Address, HEMET LAND CO., Dept. E, Hemet, Riverside Co., Cal.

**WITH  
ABUNDANCE  
OF  
WATER**

PRETTY.

**A FIVE-CENT CIGAR.**

HOW "UPMAN'S EXTRA 5" IS ADVERTISED—THE ALMOST IMMEDIATE EFFECTS—THE BID FOR MAIL ORDERS—\$800 PER WEEK EXPENDED—SUCH ADVERTISING GOOD ONLY FOR CHEAP CIGARS—JENKINSON'S STOGIES AS AN EXAMPLE—OTHER "LITTLE ADS."

"If we were so unreasonable as to charge to 'Upman's Extras' all the advertising put out primarily in the interest of that brand



we should be forced to declare the work a rank failure, but when we enter the charge against the benefit to our general business the advertising is a pronounced success." Thus spoke A. E. Kagwin, manager of the Chicago branch of Upman & Wilcox.

It was because I had found a little two-inch ad of "Upman's Extra 5" cigar in the mass of advertising in a twenty-page issue of the *Daily News* that I called upon the Chicago representatives of this well-known firm of New York, Havana and Tampa. "No," said Mr. Kagwin, in reply to my question, "we haven't the slightest idea which one of our ads is paying us best, but in the aggregate they are doing well.

"For about two months we have run these little ads 'E. O. D.' in six big Chicago dailies, the *Tribune*, *Times-Herald*, *Chronicle* and *Inter-Ocean* in the morning and the *News* and *Journal* in the evening. It's costing \$400 a month. The ads were prepared and placed by Lord & Thomas. We can't afford to give the attention which any agency gives for the small per-

cent which they charge us. We began to see the effects of the ads as soon as they appeared. Not only was the local demand stimulated but inquiries and orders began to come from a distance; one dealer in New Mexico, even, became a good customer through them. It was this out-of-town effect which caused us to add a three-line bid for mail orders. But, while the inquiries and direct sales are satisfying, probably the greatest effect is felt by our salesmen, who report that every dealer seems to recognize the brand the moment he sees it.

"Of course the sales of a single brand of nickel goods would have to be extremely large to directly pay for advertising to the amount of \$800 a month, half of it being spent for supplementary work, but a sale of a hundred of the advertised brand is simply a wedge opening the way to bigger and better business.

"In supplementary work we are using the elevated and Illinois Central cars and have covered the city with a red, white and blue three sheet poster. Besides that, we give out thousands of sheets of paper cigar pockets, printed with the colors and text of the poster. The dealers scatter them.

"No, the supplementary work doesn't bring mail orders, but it's good. The newspaper may be the



best of all advertising propositions but 'there are others,' particularly if the article advertised is a five-cent cigar. We have three big factories, one in Havana, one in Tampa and one in New York. We wouldn't think of advertising

our imported stock; there aren't enough imported smokers to make it pay. Neither would we try to push our clear Havana or five seed and Havana lines by the methods we are employing successfully for 'Upman's Extra 5.' The cigar to advertise is the cheap smoke.

"What advertising can do for the man with a good, cheap smoke is shown in the case of Jenkinson and the stogies. I am told their expenditure for advertising is \$150,000 a year, but they're making a 'pile' from their goods. It isn't only advertising that has made their success, for their goods are all they can be for the price. I like their ads. They're always clean, bright and convincing. Bates, I believe, is the man who gets them up. I always like his work.

"But to get back to our own advertising. We've twelve of these little newspaper ads; we are now running them through the third time. Down in New England Mr. Upman, who is in New York, is running a similar series and finds they have paid him. We'll keep them going a while; they're not yet played out." H. B. HOWARD.

#### IN PARIS.

Advertising is all right in its proper place, but when every available space on buildings, fences, railway stations, etc., is covered it has been deemed proper in some localities that steps should be taken in the interests of the city to protect its appearance. It is proposed to make the advertisers pay their share of the taxes, that are now paid wholly by real estate owners. Every foot of advertising on boards of buildings would be taxed under the proposed Paris plan in order to relieve the property holders of some of their heavy burden. If the scheme causes a diminution in the number of the unsightly signs it will have accomplished the work that is hoped from it.—*Manchester (N. H.) American.*

#### A CHICAGO VIEW.

One thing every high-grade advertiser should demand of the publication he uses, and that is the exclusion from its advertising columns of all dishonest advertising, that which is either directly or indirectly dishonest, and of all other low-grade advertising that will tend to bring advertising into disrepute among the readers of that publication. If a few leading advertisers would take this ground, publishers would take heed. This is a fit subject for the consideration of advertisers' associations.—*Advertising Experience.*

#### EDITED BY A BLIND MAN.

Milwaukee has a newspaper called the *Weekly Review* that is edited, published and read exclusively by blind men. The paper consists of eight pages, 10x15 inches in size, each page containing about 300 words recorded by the New York point system. Joseph Gockel, the publisher, has the newspapers read to him daily. From that he prepares condensed reports of the leading news events of the week for his paper. The "type" from which the paper is printed are sharp-pointed, and instead of making an inked impression on the paper they press into it and make a slight elevation on the surface on the opposite side. There are ten of these points to the inch, and by their arrangements the different letters of the alphabet are indicated. The space between the letters is just twice the space between the dots of the same letter and the space between the words is greater. Blind people acquainted with the system can read it very rapidly, much more rapidly than they could the old style raised letters. There are several peculiarities resulting from this style of printing. One is that the printing is done from the wrong side of the sheet. Another is that the paper can only be printed on one side.—*Fourth Estate.*

#### TWO INCHES SINGLE.

Two inches single is getting to be a popular display for modest users of newspaper space. It gives them room enough to say a little something and say it strongly; it is big enough to get in very effective display; and it is not an expensive space to maintain.—*About Ads.*

#### WANT AD ILLUSTRATED.



AN EXPERIENCED DRUMMER (SPEAKS GERMAN AND ENGLISH) IS OPEN TO PROPOSITION FOR NEW BUSINESS.



HAS MORE READERS  
IN GREATER NEW YORK  
THAN  
ANY OTHER NEWSPAPER  
AND A  
LARGER NUMBER  
OF FIRST-CLASS READERS  
THAN ALL THE OTHER  
NEWSPAPERS PUBLISHED  
IN  
NEW YORK COMBINED.

SOME NEWSPAPER FACTS.

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The San Francisco *Bulletin* of recent date published the following interview with Mr. Geo. P. Rowell :

"The three chief events of the last quarter century in the newspaper business," said Mr. Rowell, "are the rise of the daily paper, the success of the one-cent paper in the East, though not in the far West, and the coming forward of the afternoon paper. These movements have elbowed the weekly paper out of its former place. There was a time when the daily papers were read only in the cities; now they are read even in the backwoods. The farmer wants his news as fresh as the Wall Street broker gets it and will not be denied.

"The one-cent paper is paramount in the East. The *Journal* came down in price and forced the *World*, which was making perhaps \$800,000 per annum, to be content with \$200,000. But it will be twenty or thirty years before a good one-cent paper will succeed financially on the Pacific Coast. A one-cent paper can succeed only among a large population. The New York newspaper presses feed the news to ten or fifteen million people or more. They circulate from Boston to Washington and five hundred miles westward. Of that multitude of readers 5,000,000 are within thirty minutes' travel of the pressrooms. But in California and the West distances are great and populations sparse. The time will come when one-cent papers will be profitable here, but the boys of to-day will then be gray or bald.

"Yes, the afternoon papers are making marvelous progress. Everywhere they are in the lead. And let me say in preface that I am an old-fashioned man and was reared in the old idea, which I still hold for that matter, that the morning papers are, as a rule, the best. What I say in favor of afternoon papers has been pounded into me by cold facts against all my prejudices.

"The strongest argument in favor of the afternoon paper is that

it prints to-day's news to-day, while the morning paper holds it over until to-morrow. News, like milk, must be had fresh, else it is sour and stale. A morning paper which reprints what the evening press made common knowledge the day before will naturally fall behind. Therein lies the strength of the evening papers and the weakness of the morning journals.

"Another point is that the afternoon papers are read more closely by the women than their morning rivals. There is no doubt of that statement, and the fact is, of course, important to advertisers who want to lay their announcements before women. The evening papers are acquiring a wonderful prestige, and their value as advertising media is increasing, as wise advertising men are becoming aware. The Chicago *News*, an afternoon paper, in 1899 published more advertising than any other newspaper in the world which tells the truth about its circulation or gives advertisers opportunities of verifying statements of circulation.

"In New York the *Evening Journal* has a larger circulation than the *Morning Journal*, and the *Evening World* has a larger circulation than the *Morning World*. This is a proud showing for the afternoon papers. In most large cities the situation is the same. For instance, on the Pacific Coast, in Spokane the best known paper is published in the morning, but an evening paper there has as large a circulation; in Seattle an evening paper prints as many copies as any morning paper in the city, and in Portland, where the *Oregonian* has controlled the field for years, there is an evening paper which has as large a number of readers as its older contemporary.

"As I said before, however, I was bred up to respect and revere the morning papers, and these praises of the evening papers express convictions which I very reluctantly admitted to my mind. And I say again that the mightiest argument in advocacy of the afternoon journals is that they publish the news on the day when events occur, not the day after."

# The Evening Wisconsin.



## BULLS EYE.

*From Printers' Ink, January 3d.*

**T**HIS mark, familiarly known as the bulls eye (◎), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (◎).

This symbol is at present accorded to but few papers. Below is a complete list. It is probable that there are others equally deserving who have not yet had the merit mark attached. The editor of the Directory invites communications setting forth grounds to be sufficient to entitle a paper to receive this coveted mark of distinguished merit. Such communications are invited not only from the editors and publishers of the papers under consideration, but also from advertisers and others whose views may be supposed to be wholly uninfluenced by interested motives or warped by anything approaching a tendency to partiality.

- Washington (D. C.) Evening Star.
- Chicago (Ill.) Tribune.
- Milwaukee (Wis.) Evening Wisconsin.
- Indianapolis (Ind.) Journal.
- Indianapolis (Ind.) News.
- Louisville (Ky.) Courier-Journal.
- New Orleans (La.) Picayune.
- Lewiston (Me.) Journal.
- Baltimore (Md.) Sun.
- Boston (Mass.) Evening Transcript.
- Springfield (Mass.) Republican.
- Brooklyn (N. Y.) Eagle.
- Buffalo (N. Y.) Commercial.
- New York Evening Post.
- New York Times.
- New York Tribune.
- Cincinnati (O.) Enquirer.
- Philadelphia (Pa.) Public Ledger.
- Providence (R. I.) Journal.
- Charleston (S. C.) News and Courier.
- Dallas (Tex.) Morning News.
- Galveston (Tex.) News.
- Richmond (Va.) Dispatch.



In connection with this office we have one of the largest and finest Printing Departments in the Northwest, our specialty being Catalogues and Booklets. Write for estimates.

## LOUD BILL CONSIDERATIONS.

The Loud Bill comes up again this year, and like its predecessors it has some bad features. Mr. Loud continually labors under the delusion that the deficit in the postoffice department would be greatly reduced if the sample copies were done away with, or if one-half cent per copy were required on all sample copies. While many sample copies are used by mail-order publications, the total number of sample copies is less than 8 per cent of the paid circulation, taking all papers into consideration. This is not guess-work, but figures obtained by the postoffice department, which for the past few months has required that sample copies be weighed in separately and proper record kept. It is a fact that papers using a reasonable quantity of sample copies pay advertisers much better than papers that are mailed to subscribers only. If the sample copy work be abolished the amount of mail-order advertising and the income of the postoffice will be likewise reduced. It is estimated that the mail-order concerns in the city of Chicago buy a million dollars a year in stamps from the Chicago postoffice. The business of Sears, Roebuck & Co. and Montgomery, Ward & Co. will probably require a half million dollars' worth of stamps annually, and these two mail-order houses are a direct result of advertising. While the Government may have lost some money in carrying the papers containing the advertising of these concerns, the Government is making a liberal profit on the stamps used by these firms for the circulars and for merchandise. Chicago is but one point, and if figures could be obtained to show the amount of postage stamps used by the mail order concerns of the whole United States during the year, and these figures submitted to Mr. Loud and his associates, the bill would be adversely reported. The Government in estimating its charges, figures mail by the pound, and it has estimated that the cost of handling mail is 8 cents per pound.

This includes all classes of mail, but it is unfair to have Mr. Loud say that all the newspapers mailed at 1 cent a pound is at a loss of 7 cents to the Government, for any office boy can figure that newspapers are not so expensive to handle as letters or circulars, which are handled piece by piece, while papers go in sacks. The average letter weighs one-half of an ounce, and this makes 32 letters to the pound, on which the Government receives 64 cents. The average circular weighs one ounce, making 16 to the pound, on which the Government receives 16 cents. The merchandise rate is 1 cent an ounce, which is 16 cents per pound. Second-class matter is 1 cent per pound. The Government is therefore making 56 cents per pound on letters, 8 cents per pound on merchandise, and loses 7 cents per pound on papers, according to Mr. Loud's peculiar method of figuring. The letters average 32 pieces to the pound, whereas newspapers average six pieces to the pound, and to estimate that it costs as much to handle these six newspapers as it does 32 letters is arrant nonsense. It might be added still further that the Government has the use of the postoffice department free of charge, and that vast quantities of *Congressional Records*, seeds, printed matter, etc., are mailed by the Government without any charge, and we do not doubt that any deficit in the post-office department would be fully offset if the Government paid for its postage the same as it does for telegrams and for transportation. The deficit in the postoffice department is being steadily reduced, and the receipts are being steadily increased. We believe that the Loud Bill should be defeated, as there is ample provision in the postal laws for the regulation of the sample copy privilege. Every advertiser and every publisher should write to his congressman and two senators, protesting against the passage of the bill known as H. R. 6071.—*Boyce's Hustler.*

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INTEREST in the Third Sugar Bowl contest is at fever heat.

## REFORMING THE ADVERTISING AGENT.

Mr. Munsey's effort to revolutionize conditions in the advertising agency field causes *Advertising Experience*, of Chicago, to indite the following epigrammatic paragraphs in its February issue:

The inequality of publications will preclude any organized effort on the part of publishers to bring about any very important changes in agency methods. The "little fellows" cannot afford to be as independent as the "big fellows," and no matter to what they might agree, they would not stick to it.

No one publisher can revolutionize the advertising business.

So long as human nature is built on the selfish plan, the seller who must sell will always be at the mercy of the buyer, and he cannot be expected to correct that buyer's methods.

The future policy of the advertising agent will be guided more by the advertiser than by the publisher.

Neither advertisers nor publishers are as yet sufficiently well organized to bring about sweeping reforms in the advertising business.

So long as the majority of publishers need advertising and also need help in getting it, they will gladly pay an agent to get it for them.

So long as the publishers are willing to pay the advertising agent for services rendered to advertisers the latter will be glad to let them pay these bills. But who pays them in the end?

As organization becomes more perfect among advertisers and publishers, the evils of the present agency system will grow less and less, and the agency's service will improve.

Public opinion is a difficult thing to wield. It will take time to create a sentiment among advertisers and publishers sufficiently strong to cause advertising agents to depart from present methods.

In the meantime, those of us who would make money rather than sacrifice our business interests and perhaps our lives in an attempt to reform advertising methods, must take these methods as they are and not as they wish they might be, or as we know they should be.

Reformers are seldom money makers. They must be too unselfish. They must work more for the future than for the present. Progress always will be made over the dead bodies of martyrs.

Reforming people or their methods is a thankless task. The reformer arouses the antagonism of those who need reforming, and finds those in whose interest he is working indifferent. Thus appealing to people who are wronged, to demand their rights is not likely to make the reformer very popular with either party.

The trouble lies in the ignorance and indifference of the advertiser.

At present the advertising business is conducted too much on the political plan. Merit does not always count for so much as being in good standing in the proper circles. The person who

controls a lot of business is a little tin god in his domain, and he would have those who solicit this business from him know it. This is true of a number of little advertising agents who have no great reputation at stake. It is also true of some advertising managers who have large appropriations to spend. Little cliques of solicitors who have a special "stand in" get all the business, while those who are not sufficiently affable "mixers" get nothing. The injustice of it all! Will the personal element always control the advertising business?

Will advertisers ever know sufficient about the detail of things in the advertising business to emancipate themselves from conditions like these?

Changing the advertising leopard's spots seems to be a bigger job than some people bargained for.

## A MODERN EVOLUTION.

Instead of a mere broker in space, the agent is rapidly becoming an advertising specialist, who lays out and manages the advertiser's whole campaign from the writing of the copy to the following up of inquiries and the placing of the goods on sale. This is his logical place in the advertising field. The fact that he has not sought after this part of the work earnestly in the past has left it open for conceited, inexperienced upstarts, so-called experts. In most cases where agents are giving this service they are making no direct charge for it, but it is paid for in some indirect way. The time has already come when many advertising agents bill their clients for space at a certain fixed percentage above the publisher's net price to them. This percentage includes payment for all services rendered. This is nearly as it should be, only in cases where competition between agents is very close the agents leave a margin so small that they receive nothing for their services, and hence in such cases frequently slight their client's best interests. An agent cannot be expected to work for nothing.—*Advertising Experience*, Chicago, Ill.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

## EDWARD LAWRENCE GODKIN.

Edward Lawrence Godkin's retirement from the editorship of the New York *Evening Post*, a position which he has held since 1882, is an event of more than passing interest in the history of contemporary journalism; for Mr. Godkin is one of the most thoroughly trained editors of his time, with journalistic ability of a high order, distinct gifts as a leader writer, and the courage of his convictions. The *Evening Post* has held for many years a place of exceptional dignity and influence, and under Mr. Godkin's editorship its reputation became national. An Irishman by birth, educated at a grammar school near Wakefield in England, graduating from Queen's College, Belfast, in 1851, where his most influential teachers were not the college instructors, but John Stuart Mill, Grote and Bentham, America, as Mr. Godkin has recently said, was his promised land. Mr. Godkin entered journalism by the perilous and difficult way of the war correspondent. He represented the London *News* during the siege of Sebastopol, and was present when the town was taken. He came to this country in the autumn of 1856, began to prepare himself for the practice of the law, wrote letters to the London *Daily News*, and became an editorial writer on the New York *Times*. In 1865 the *Nation* was started on its influential career under Mr. Godkin's leadership. Its ability, both editorial and literary, the definiteness of its convictions and the force with which they were expressed, soon made it a power, especially among the most highly educated men in the country. It became in a peculiar sense, not the organ, but the representative of the academic, scientific and literary classes. In 1882 Mr. Godkin became the editor of the New York *Evening Post*, and the *Nation* practically became the weekly edition of the *Post*. From the beginning Mr. Godkin has been the determined and tireless enemy of the "machine" and the "boss,"

and the ardent advocate of Civil Service Reform. Mr. Godkin's influence as an editor would have been very much larger if his spirit had been constructive rather than purely critical. His ability to hate bad things was one source of his power; but sometimes the habit of criticism has blinded him to movements which should have had his aid, and to men who deserved his support.—*The Outlook*, Feb. 3, 1900.

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R. P. MURDOCK.

The Wichita *Eagle* was established in 1872. During that year R. P. Murdock assumed an interest and became its business manager. After twelve successful years as a weekly, the Wichita *Daily Eagle* was launched as an Associated Press morning paper. It has grown steadily in strength and influence from its first number, until it has become one of the strongest, best equipped and most valuable newspaper plants in the Central West, occupying its own handsome building, with all the modern improvements necessary for the publication of a metropolitan journal.

Wichita is the leading commercial city and railroad center of the State, located in the midst of the greatest wheat and corn growing country in the United States—Southern Kansas and Oklahoma. There is more railroad construction and town building at the present time in its field than in any other part of the States.

The policy of the business manager, R. P. Murdock, has been a careful, conservative one, using no premiums, clubbing or boom schemes of any kind to promote its circulation. Its subscription list is built up by personal canvass by intelligent solicitors. It carries from 30 to 40 per cent more advertising than any other paper published in the State, and it also has the greatest circulation. The *Eagle* stands for all that is best in the things that make a successful and prosperous newspaper.—*The Advisor*.

♦♦♦

THEY DOVETAIL.

A limited field and a limited appropriation go well together.—*Advisor*.

## EXPERTS.

*By Taylor Z. Richey.*

Much of the uncomplimentary language used in referring to advertising experts is unjust. Usually, the merchant who uses bad language when the word "expert" is mentioned, has repeatedly been fleeced by those who claimed to be experts in the business; but however this may be, the real advertising expert is a veritable gold mine to those who are so fortunate as to secure his services.

This is an age of specialties. The tendency of the times is towards concentrating all one's energies in perfecting one's self in some distinct profession. The all-around-man idea is a thing of the past. Life is too short to enable a person to become an expert in more than one calling. It used to be that the common, ordinary physician treated all known diseases. At the present time, however, the medical profession has so widened that each class of diseases is considered a distinct specialty. The oculist treats nothing but the eye. He devotes years of study and practice to perfecting himself in this one organ. And yet the intricacies of the human eye are no greater than are the intricacies of advertising.

The reason why the advertising expert is so poorly thought of by many advertisers is because these advertisers hold to the impression that the business of advertising requires no special training or preparation. The advertiser argues that he is more competent to write his own advertisements than is the professional adwriter, because he knows more about the business in hand than the expert does. This is a poor argument. A man may know a great many things, and still be unable to accomplish anything. A man may know all about how a house ought to be built, and yet if he tried to reduce his knowledge to practice, he would very soon find out that he couldn't build a coal-shed. Theoretical knowledge is only valuable when the right theories are rightly followed out. Most any one can formulate theories, but it takes an expert to reduce theories to a successful practice.

Once a month isn't often enough for the new century. A weekly magazine is the coming thing, and advertisers find four fresh announcements a month a better paying investment than only once a month. For some kinds of advertising we recommend every other week as often enough and a saving in expense. THE SATURDAY EVENING POST has the lead as a thoroughly first-class, high-grade reading weekly magazine, reaching magazine-reading people, who pay \$2.50 a year for it.

Profusely and daintily illustrated, it is bought principally for its reading qualities—and that which is bought to be thoroughly read is the advertising medium that will surely pay you better than any periodical that is caught up only to be looked through for its attractive physical features.

8,000 subscriptions a week means satisfaction for its reading qualities.

THE CURTIS PUBLISHING CO.

PHILADELPHIA

## AN EARNEST ADVERTISER.

The person who advertises a "remedy for men" must struggle against the prejudice which the large number of frauds in this field has engendered. This thought is brought to mind by a 28-inch advertisement—seven inches across four columns—in the New York *Sunday Journal* of February 11th, inserted by George S. Beck, 420 South Market street, Springfield, Ohio, advertising "George S. Beck's Wonder Workers for Men." The distinctive point about Mr. Beck's announcement is its earnestness. It consists of a number of squares, each filled with small type, introduced by a display heading. One, headed, "Who is this George S. Beck?" reads:

I, George S. Beck, am the man who is hated by every contemptible "Private Prescription" fraud, "C. O. D." black-mailer, "Doctor by Mail" impostor, "Deposit" schemer, and "Free Trial" humbug in America because of the frequent exposures I have made of their infamous methods. I am the man who has proven time and again that their vile poisons make well men sick and sick men sicker, and that any or all of them would and do force the last cent they can from a poor, weak man and then sell his name and address to some other robber in the same nefarious business so that he may take his turn at robbing the poor fellow who suffers. Thousands who read this advertisement know from a bitter experience that every word I have written about these sharks is the honest God's truth, and the cowardly frauds themselves will not have nerve or manhood enough to deny it.

I am the only man in the world in the medicine business who has solemnly sworn that the medicine he sells cured himself, and also that the names of all who buy the remedy will be held sacred forever. I never go behind the bush about anything, and for this reason do not find it necessary to operate under a high-sounding company name or hide my identity behind a postoffice box. In short, I operate under my own name, which is and always has been Geo. S. Beck, and I live at 420 S. Market street, Springfield, Ohio, where I have lived for years, and where I do an absolutely fair and square business on as sound business principles as any man in the world. It costs only six cents a day to use "Wonder Workers."

Another one, headed, "What Are Wonder Workers?" reads:

"Wonder Workers" are the greatest private home treatment for weak men (old or young) made anywhere in the world. They are a pure food and certain tonic for the entire nervous system, and are prepared according to the original and famous formula discovered

and perfected by Dr. Jean Pietro, of Paris, France, and used by him for more than a quarter of a century in the most extensive and successful practice that any physician ever had in the treatment of Nervo-Vital, Reflex-Nervous and Associate Pelvic Diseases, such as Varicocele, Hydrocele, Lack of Vigor, Wasting Diseases, Neurasthenia, or any enfeebled condition of the general system from any cause. They do not contain any phosphorus or Spanish Fly, but are made from the purest ingredients by the best chemists in America in the finest equipped laboratory in the world. They are in tablet form and are taken internally so that they may and can be entirely assimilated, and every tablet is standardized to absolute uniformity. They do not excite or stimulate, but do restore natural nerve strength and vigor, and those who are men only in name are surely and quickly transformed into nervy, vigorous, magnetic, strong, manly men by their use. They cannot possibly do any harm under any circumstances, and the price has been made so low that they are a veritable God-send to men who cannot afford to leave their work to take treatment in sanitariums or hospitals.

Still another, the displayed head of which is, "Read My Affidavit of Protection," reads:

I do solemnly swear that less than three weeks' use of Beck's "Wonder Workers" by me when forty-four years old, effected a cure of extreme nervous exhaustion, pain in the back and an enfeebled condition of the general system. I do solemnly swear that the packages of this remedy sold by me at one dollar contain more than the number of treatments that effected the cure in my case. I do solemnly swear that the names of all who purchase "Wonder Workers" will be held sacred and that they will never be given to others to use for any purpose. I do solemnly swear that there is no "Private Prescription," "Deposit" or "C. O. D." scheme or any other scheme of any kind connected with the sale of "Wonder Workers." The entire business is honest.

There are still eleven parts of the advertisement to come, all equally earnest, but the reproduction of the foregoing must suffice.

Readers of PRINTERS' INK who knew Mr. Beck when he represented the Hosterman Publishing Company in New York several years ago will be interested in the reproductions above. They are specimens of pretty vigorous advertisement writing in a field in which the announcements are usually as weak as the class for whom they are intended—in fact, so weak that one wonders how they ever bring results, unless it be that the people addressed grasp at every straw that is presented.

## A STORE PAPER.

By William Woodhouse, Jr.

There are many stores so situated in large cities that they cannot reap adequate returns from newspaper advertising. But there is a medium through which they may pull business—the store paper. Its size may be whatever the purse or enterprise of the merchant may recommend—from 5 by 6, 6 by 9½ up as large as one may wish.

Many merchants use a system of dodgers, single pages printed on one side only. A sixteenth dodger, folded once, will make a paper about 5 by 6, which, if given a permanent name, and issued in newspaper style, will have a dignity which will invite inspection, yet will cost little more than a common dodger. For instance, 2,000 sixteenths will cost from \$2 to \$2.50, while the same size paper printed as a four-paged periodical, will cost about \$3 to \$4. Besides which, the appearance is so much better, especially if printed on a good grade of paper, that it cannot fail of at least a casual reading.

Its name may be "Smith's Weekly," "Jones' Money-Saver," "Robinson's Store News," or any of a dozen other catchy ones, always endeavoring to incorporate in the heading the name of the store. In its pages should be printed news of the store, its new goods, its methods, its advantages over its rivals. Goods should be attractively described, and prices plainly intimated. As a special drawing power, staple and other goods can be price-cut "For a Week Only," with that fact plainly set forth. This will bring immediate responses and bring more buyers to the store. With the offering of certain articles at special prices can be printed little items of other goods at regular prices. The special-priced will help to sell the others.

The scheme has several advantages. No circulation is wasted. The store owner talks straight to the people he desires for his patrons. He doesn't share his space with that of any other merchant. He uses more space than he could possibly afford in a newspaper even if that newspaper covered his spe-

cial field. And it doesn't cost much, even if he has to hire somebody to do his adwriting.

The paper can be used by the grocer, the dry goods storekeeper, the shoe man, the baker or by any other merchant whose products are a daily necessity. The fact that store papers are used more to-day than they ever were is proof that the smaller merchants are finding out that "it pays."

## DISPLAY HINTS.

Good display can be obtained with two or three styles of type. More than this number should seldom be used. Good strong headlines, with plain body matter, make good display. White space sets off an advertisement much better when it is all in one or two places than it does when scattered helter skelter among a number of lines of different-sized type. Headlines which are set with capitals and small letters are usually more attractive and easier to read than those set entirely with capitals.—*Iron Age*.

## PRINTING FIRM NAMES.

It's much more important to make plain the goods advertised than to bring out the firm name. If people are interested in the goods, they'll see the firm name—they'll make it a point to see it. Space is too valuable to be used up by printing firm names with the biggest type in the office.—*Iron Age*.

At This  
Office  
10 Spruce Street,  
New York,

The Geo. P. Rowell Ad-  
vertising Agency keeps on  
file the leading Daily and  
Weekly Papers and Monthly  
Magazines.

Is authorized to Receive  
and Forward Advertisements  
at the same rate demanded  
by the publishers, and is at  
all times ready to exhibit  
copies and quote prices.

## SUNDAY NEWSPAPER VS. MAGAZINE.

The metropolitan Sunday newspapers of to-day are magazines in themselves. They print more really good literature than some pretentious magazines I might mention. To be sure, they print a great deal of literature which is not of a high grade. But that is not an argument against them. It is rather an argument in their favor for the reason that it shows that they appeal to all sorts of people and all grades of opinions.

The Sunday newspaper goes into the homes of its readers at the right hour of the right day in the week. Every member of the family gives it more or less attention. While some of the family are interested in one portion of the paper more than in another, I think it is true that in the average family all the adults and most of the children take at least a pretty thorough glance through the whole Sunday paper, no matter how large it may be. Such parts as interest each are read by each and the rest comes in for a skimming of headlines and an examination of pictures.

The Sunday newspaper goes into the homes of just as good people and just as wealthy and refined people as the magazines do. The fact that it goes into thousands of other homes where a magazine is a rarity, adds to, instead of detracting from, its value as an advertising medium. Many people crack jokes at the expense of the bulky Sunday papers and profess to consider them flashy, sensational and all that sort of thing. I have noticed, though, that those who do the most talking in this strain are generally the best informed as to everything that appeared in last Sunday's paper.

Of course a big newspaper cannot handle half-tones or dainty illustrations so well as a magazine can. In fact, it ought not to be expected to handle them at all and no sensible advertiser will try to run them. The right sort of pictures—outline cuts and good black and white display—can be handled well enough by any good

newspaper. There is no trouble about making your ad conspicuous enough to be seen and attractive enough to be read, if you know how to go at it. When it comes to the question of rates, the newspaper has altogether the best of it. As an example, suppose we take five leading magazines—*Munsey's*, *McClure's*, *The Cosmopolitan*, *Harper's* and *Leslie's Popular Monthly*. These have a total circulation of not much over 1,650,000, an average of 330,000 each. Their average rate for full-page space is \$1.55 a line.

Now, let us take the Sunday edition of the *New York Journal*, the *New York World*, the *New York Herald*, *Philadelphia Inquirer* and *Philadelphia Press*.

These five papers I have chosen because they cover the richest and most fruitful field in the United States, and because their total Sunday circulation amounts almost precisely to that of the magazines mentioned. Their average line rate is only 36 cents, about one-fifth that of the magazines.

That is to say, you can run the same amount of advertising in these Sunday papers for an entire month for what it would cost you for one insertion in the five magazines. To make the thing square the magazines have to give you five times the results of one insertion in the newspapers, or results equal to those of five insertions in the newspapers.

Can they do it? If so, why can they do it?

The way to use newspapers is to buy big spaces and fill them well. Small ads crowded with fine print are a comparatively poor investment in newspapers or anywhere else, but particularly so in the big Sunday papers.

The right kind of space is from seven to ten inches across two, three or four columns. Take a space of this kind and fill it with a bold, attractive design and clear, plain type, and you will have an advertisement which people cannot get away from.

I am not reflecting in any way upon magazine advertising. It is good advertising and from an artistic point of view it has an obvious advantage. I expect it to in-

crease instead of decreasing, and there are many good reasons why it should.

One of these reasons is that magazine advertising is not local in its character as newspaper advertising is. The man who has an article in general use, or which he desires to introduce to the people of the whole country, very often does not have the money necessary to go into a newspaper campaign covering the entire field. If he has only ten or twenty thousand dollars to spend in a year he can make a good deal of a stir in magazine advertising, while his money could hardly make even a slight showing in the newspapers.

With a limited amount of money to spend the manufacturer cannot advertise his goods in all the leading papers.

He cannot approach the dealers in every State in the Union and explain to them that they ought to carry his goods for the reason that he is advertising them and stimulating a demand for them right in the dealer's own town. With magazines, however, he can do this. They reach every nook and corner of the country. They reach the customers of the dealer in Portland, Me., just as well as those of the dealer in Portland, Ore. With them he can cover the entire country at one time and have a very good argument to make to the retailers everywhere.

At the same time, I regard newspapers, particularly such Sunday papers as I have mentioned, as offering an extremely rich field to general advertisers. It is, strange to say, a field which remains practically unexplored and it is likely to remain so until the newspapers themselves wake up to the fact that there is a tremendous amount of desirable advertising escaping them which belongs to them.—*Bates' Criticisms*.

#### SHE IS SUPREME.

Of late PRINTERS' INK becomes a mother quite frequently. Not a month passes but what she announces the birth of a few babies, and like all mothers the latest addition to her already large family always possesses some degree of perfection or individuality that the others lack, excepting, of course, old crony herself. She is supreme.—*Mail Order Journal*.

#### LOGIC.

PRINTERS' INK, in its issue of January 17th, takes up the rates established by the California Press Association and points out some apparent inconsistencies. "For six inches a year in a paper of 400 circulation \$18 is demanded. For the same space in a paper with 1,000 costs \$28. For \$10 more the advertiser gets two and a half times as much circulation." If the \$28 per 1,000 be taken as a basis, and each 100 of circulation be counted as of equal value, then the 400 circulation would command only \$11.20, which is a trifle more than 3½c. per inch each issue. That is an impossible price from the publisher's standpoint. The price made by the association is supposed to be based on the actual cost of production, as is the case in any other commodity. Therefore, if this price is impossible from the advertiser's standpoint, he will have to exercise the prerogative of every buyer, and decline to buy.—*Pacific Coast Advertising (Los Angeles)*, Jan. 15, 1900.

#### ADVERTISING A CITY.

Advertising a city is just as desirable as advertising the business of a merchant. The latter conveys to the reading public the inducements offered by the merchants to the purchaser, while the former tells the world of the inducements offered by the city as a place of business or of residence. Every desirable person who can be brought to the city, and every business man who can be induced to locate his business therein, becomes a direct benefit to the whole community. Along this line the Welfare Association is issuing a pamphlet, entitled "Jackson As It Is." The council has been asked to appropriate \$84 for 10,000 of the pamphlets for distribution by our merchants in their correspondence and in other desirable ways.—*Jackson (Mich.) Patriot*.

#### ILLUSTRATED AD.



A YOUNG WEST INDIAN INTERESTED IN THE CRACKER BUSINESS WOULD LIKE TO MAKE OUTSIDE CONNECTION, ETC.

## THE WABASH ADVERTISING.

*By H. B. Howard.*

"There isn't a thing which compares with newspaper advertising," declared H. C. Kline, of the Wabash railroad, as I sat in his den in the Marquette Building, Chicago, after office hours on a recent hot Saturday afternoon. "You may try what you please, street cars, billboards, what not, as we have done, but nothing brings returns like the well circulated publication."

This enthusiasm was not run-

booklet and the booklet advertised the road.

"Work? Why, in less than no time the St. Louis office was overrun, really inundated; all they could do with a lot of the replies was to send them up here for us to attend to. We sent out our books by the wagon load."

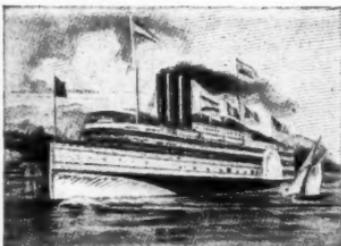
"But did you follow them; do you know that the booklets did business?" I interrogated.

"Why, bless you, if a person once asks us for a booklet or a folder he must think we've nothing else to do but write to him; we never quit. If letters don't

### The Hudson River Trip.

If you are going to any of the Eastern Resorts via New York you can take in Niagara and the Hudson River Trip without additional expense. We will gladly explain how.

Our booklet, "Lake and Sea," suggests



### Summer Tours, \$20 to \$100,

illustrates them with beautiful photo-gravures and half-tones, and gives valuable information to the contemplating summer vacationist. It is free.

Give us some idea of how long you can take for your summer outing, how much you want it to cost you, etc. Ask for any information you may desire about any trip you have in mind. We will cheerfully answer any and all questions and can make suggestions concerning the choice of other trips with which to combine the one that suits your summer outing. We may be able to suggest just the trip you have been looking for. It will cost you but two cents postage. Address,

SUMMER TOUR DEPARTMENT,  
1004 Lincoln Trust Building, St. Louis.

ning contrary to my views and I did not attempt to break in upon Mr. Kline's discourse.

"Our summer business has been the largest in our history," he continued. "It's the first season we've depended largely on the magazines and newspapers. Do you see the point?

"How did we go about it?" The first thing, of course, was the booklet. In this case it was a good one; thirty-five cents apiece in big runs. Then we got out a series of half-page ads for the magazines and smaller displays for the newspapers. The ads advertised the

fetch him, then we begin to go to see him; his only escape is to give up all thought of traveling or buy a ticket, and we take good care that he doesn't do the former.

"How do we know when a man who writes for a booklet buys a ticket?" In many ways. Probably his name will appear on an auditor's stub. Anyway our traveling men are sure to find out when they visit his town. If he isn't away from home they'll try to get him to go.

"In watching these things we're getting a very valuable list of names; names of people who buy

tickets and sleeping car berths. People who travel one year are apt to do so the next. A good many people who go somewhere this summer will hear from us before they make up their minds where to go next year. Probably a good many of them will wonder, too, where we got the address.

"Exchange advertising?" Yes, we've quite a list of papers running readers in return for transportation; some even paying us half cash. "Pay?" Certainly it does, else it wouldn't be done. The 'reader' isn't a bad form of an advertisement, but for quick returns and many of them give me a neat picture in the popular monthlies, particularly if you offer something free."

#### GEO. F. WINTER.

A. E. Hasbrook, of New York, who was through the real estate boom which some years ago made Kansas City the center of observation of a wondering world, says that the first man to do big newspaper advertising in Kansas City at that time was George F. Winter, "and," said Mr. Hasbrook, "he made \$1,000,000 out of his advertising. He began by taking a half-page in a morning newspaper, and then increased it to a full-page. The results of this broad-gauge method were phenomenal. In one instance he sold 3,000 lots in a single day. Mr. Winter made a large fortune in his Kansas City enterprise, and has been adding to it ever since. He was, I think, the first man to see the future growth of Pueblo City." —*New York Commercial.*

#### WORTH REPEATING.

The United States Health Reports, used so extensively by advertisers, are not the official indorsement of the United States Government, although used by advertisers ostensibly to create such an impression. The United States Health Reports is the name of a publication whose mission of usefulness is limited to indorsing anything for anybody willing to buy copies. Intelligent people are aware that the United States does not officially indorse anything or anybody and trying to mislead them by subterfuges only reverts to the discredit of the article so advertised.—*Mail Order Journal.*

#### A POSTAL POINTER.

Postal cards are strong allies of the advertiser. Many retailers can do no better advertising than to publish and mail a postal card once a week. Five hundred postals, printed and addressed, will not cost over \$7.00, and they will reach five hundred families, which is as great a number as the average retailer deals with. Such circulation is positive. You know exactly where it goes, and if you make offers, you know exactly what comes of it.—*About Ads.*

#### THE MODERN WAY.

The "short cut" is distinctively a nineteenth century invention. Among the latest are schools for advertising experts. Given a clerk or a farmer's boy or a fairly intelligent hod carrier, some of these new institutions will agree to transform him, by a peculiar occult metamorphosis, into a fully competent advertising genius versed in all the rules and lore of the art and fit to handle any sort of publicity proposition, from a simple four-inch single-column retail ad to a hundred-thousand-dollar patent medicine appropriation. Natural ability, education and previous occupation are small factors so long as the aspirant has the requisite tuition fee. The latter is the only important item. Let him have that and he will be welcomed with open arms, conducted to the hopper of the marvelous advertising expert machine and started on his way through it, to come out a fully accredited adwriter or manager, skilled in all the ways of the craft.—*Ad Sense.*

#### BLACKMORE.

A contemporary says of the late Mr. R. D. Blackmore that "one of the few things that seemed to ruffle his sunny, equable temper was to be asked to submit himself to the ordeal of the interview." Another matter that roused him to almost the height of Charles Reade's manner as a letterwriter happened when a cheap edition of *Lorna Doone* was issued. This appeared with a rather flamboyant advertisement—"Blank's Cocoa is the best"—on the back cover. Blackmore objected to all kinds of advertisements on his books. He wrote to the publisher in no measured fashion, and ended his tirade with a rather quaint anti-climax; "and besides," he said, "I have had to drink chocolate for some time, and I know Blank's cocoa is the worst."—*London Chronicle.*

"You modern Ananias! How could you tell that old fool that he was an artist?"

"Did you ever see him draw a check?"



"A DISPLAY HEAD."

# PAN-AMERICAN EXPOSITION

TO BE HELD AT

**BUFFALO, NEW YORK**

**From MAY to NOVEMBER, 1901.**

## ITS LOCATION

**T**HE selection of Buffalo, New York, as the place for holding the Pan-American Exposition is particularly appropriate. Located midway between New York and Chicago, at the foot of Lake Erie, and at the head of the Niagara River, which carries the waters of the Great Lakes to the sea, with twenty-nine lines of railways extending to every part of North America radiating therefrom, and in close proximity to Niagara Falls, the world's greatest cataract, it commands a geographical position unsurpassed. Its location is also unique in the fact that within a radius of 500 miles from Buffalo will be found more than one-half the population of the United States and more than three-fourths of the population of Canada. There is no more advantageous location for the building up of trade on either continent, and no such opportunity has ever been offered as will be afforded by the forthcoming Exposition.

Buffalo has the reputation of being the cleanest and healthiest city in the world, notwithstanding its extensive commerce and the magnitude of its manufacturing industries.

## NIACARA FALLS

**T**HAT majestic panorama of the wonders of Nature, which is visited by millions of people every year, is within forty minutes' ride of Buffalo. This age of electricity will be signalized for the first time at an international exposition by the exclusive use of electrical power, which will be generated by the energy of this great cataract, twenty-two miles away, transmitted by cable to the Exposition grounds.

### ITS OBJECT

**T**HE project of holding a great Pan-American Exposition in Buffalo in 1901 to illustrate the progress and achievements of the American people during the century just closing is the outcome of a suggestion made some time since that nearly all of the large fairs or expositions have been mainly international in idea, and although American enterprise has invariably asserted itself, foreign features have been given especial prominence.

In the Pan-American Exposition it is proposed to have a purely American celebration participated in by all Republics, States and Territories of the Western Hemisphere, not only to arouse the patriotic spirit of the people of the American Continent and demonstrate the progressive character of the inhabitants of the New World, but also to bring together in closer alliance the varied commercial and industrial interests, as well as to create a keen interest and the competitive curiosity of all other nations of the world.

There are more than one hundred and thirty millions of civilized people in North, South and Central America who are directly interested in the Pan-American Exposition, and the abundant material at hand that is alike varied, interesting and instructive, as well as unique in its character and scope, will endow the undertaking with an element of originality not heretofore seen. A large number of South and Central American countries, as well as nearly all the States and Territories of the United States, have already pledged participation in the matter of exhibits, and the indications are that all will join in making this Exposition a grand success and fitting opening to the new century.

*(From N. Y. Central R. R. Folder, January, 1900.)*

All the Street Cars of Buffalo, Niagara Falls, Tonawanda, Lockport and lines running between these places are controlled by the International Traction Co., and the advertising by

**GEO. KISSAM & CO.,**

378 Main Street, Buffalo, N.Y.

Telephone, Seneca 1810.

253 Broadway, New York.

WRITE FOR OUR LITHOGRAPHED FOLDER.

We want to convince you that FAIRY SOAP is different from any other floating white soap—purer, more scientific and delicate, made of better materials, and by latest perfected methods. If your own grocer has not FAIRY SOAP on sale, send us his name and address as well as your own, and we will send you a full-sized cake, absolutely free of charge. In answering, address  
DEPT. Z, THE N. K. FAIRBANK COMPANY, CINCINNATI.

BOUND TO CATCH THE EYE.

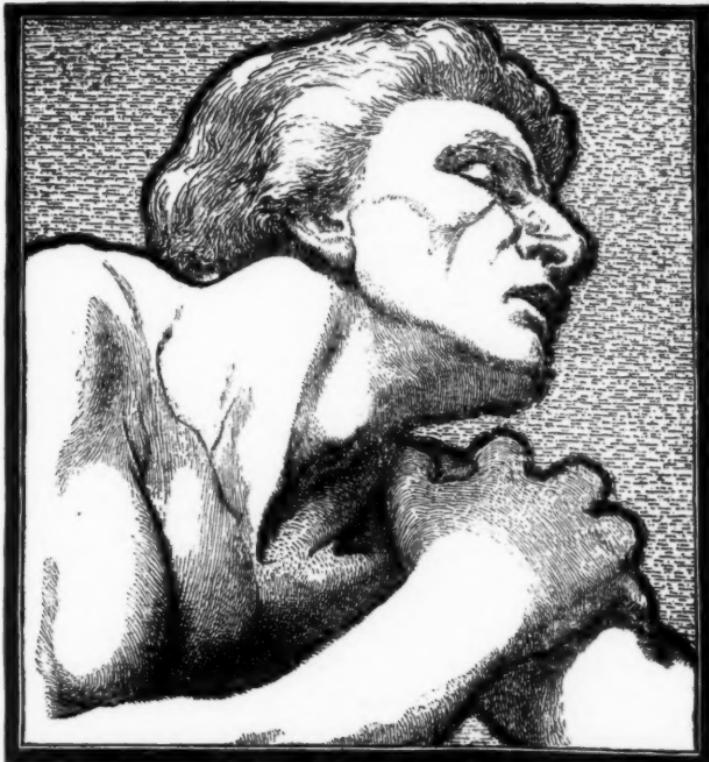
#### SOME CONSIDERATIONS.

Did you ever stop to think that your newspaper advertisement is no "fair weather representative"? The last few days have emphasized the fact. During the rains many of the billboards, the biggest in the city, covered with the most expensive advertising matter, have been stripped of their advertising and the big sheets left soaked upon the ground. Those using posters have found they are poor mediums in bad weather. Unless the handbills can be placed within the house, they are of little use, and the chances are much against their falling into the hands of those for whom they are intended. But the newspaper ad gets its audience in all kinds of weather. In fact, the closer

the family is drawn about the fireside, the more the newspaper is appreciated—the more carefully it is read, and the more effective its advertisements. Its delivery is certain in all kinds of weather, and when handbills are scornfully overlooked, and billboards passed unnoticed in the hurry of the pedestrian to reach his home, the newspaper goes on taking its advertisements into the privacy of the home circle and—bringing results.—*Davenport (Iowa) Times.*

#### THE SUBLIMATION OF SUCCESS.

Don't forget that half the success in the mail-order business is to have a good man to answer the man who answers your ad or you won't get an answer to your answer.—*Boyce's Hustler.*



## Suffering with Rheumatism Exhausts Nerve and Strength

THERE IS A CERTAIN EFFECTIVENESS ABOUT THIS PAINE'S CELERY COMPOUND ILLUSTRATION WHICH ADVERTISING PICTURES OFTEN LACK. IT GRIPS THE ATTENTION, SO TO SPEAK, AND ALTHOUGH THE IMPRESSION IT MAKES MAY NOT BE OF THE PLEASANTEST, THAT IMPRESSION IS OF A KIND THAT REMAINS IN THE MEMORY LONG AFTER OTHERS OF LESS INDIVIDUALITY HAVE BEEN FORGOTTEN.

### ADVERTISING IN PARIS.

We are told by "Scapa" that Paris sets us a good example in advertising in the streets, or rather that Paris streets are not disfigured by advertisements in the same way as London streets. For a thing of beauty, however, we should not select a sentry-box 18 feet high, with various panels filled with ads, yet in Paris they are erecting 250 of these monstrosities. At the head of every cabstand in Paris is a kiosque which acts as the sentry-box of a gendarme who has charge of the stand and registers all arrivals and departures. The Municipal Council have leased these sentry-boxes to an advertising contractor, who is to build new ones and pay 125 francs per annum for the right of advertising on them. There are things in Paris which are worse than our hoardings, and out of which

the Municipal Council derive 300,000 francs yearly for advertising privileges. They are, 350 newspaper kiosques or stalls yielding 83,900 francs annually, 225 Morris Columns, exclusively reserved for theatrical posters, 80,000 francs; 320 pillar letter boxes, called boites bornes, 32,000 francs; isolated urinoirs (urinals), 21,000 francs; the public water-closets, 22,000 francs; and the 250 new police kiosques, 31,000 francs; the rest of the amount emanating from minor concessions.—*Advertisers' Review* (London).

### AS ADVERTISED.

The Woman—Can you match this piece of ribbon?

The Man—No, lady. You may remember it was one of the matchless bargains we ran last Monday.—*Rhode Island Advertiser*.



Rochester, N.Y., Dec. 1, 1899.

Dear Sir: Perhaps you are considering what would be a suitable Christmas gift. We suggest a Bausch and Lomb-Zeiss Stereo Binocular, as nothing would be more appreciated by people of cultivated tastes. It is the smallest, lightest, most scientifically constructed, most elegantly finished glass for field, marine or military use ever produced. Its field is nine times that of the ordinary binocular and it is the only glass giving the stereoscopic or plastic image which makes distant objects appear lifelike and easy to distinguish. Your optician no doubt has them or will get them for you to examine, or we will fill your order if you prefer it.

Very truly yours

Rochester, N.Y., Bausch & Lomb Optical Co.  
New York and  
Chicago

DOS NOT A LETTER PRINTED IN SCRIPT, LIKE THE ONE REPRODUCED ABOVE, MAKE A BETTER IMPRESSION THAN ONE THAT APPEARS IN "FAC-SIMILE TYPEWRITTEN"?

#### PASSING OF THE LOCAL WEEKLY.

The weekly paper will soon become a thing of the past. Its days are numbered; and just so surely as the stage coach was superseded by the railroad train, the weekly paper will be superseded by the daily. The time has passed when people were willing to wait a week for their local news. They now demand it daily, and fresh at that. Like the old stage coach, the weekly will be found for some time yet, back in the

country, but there is no place for it in the larger communities. This the publishers recognize, and many of them have read the handwriting on the wall, and transformed their weeklies into dailies.—*Newspaperdom*.

THERE is no possible way of making advertising too plain. The plainest kind of plain language doesn't seem to be strong enough to penetrate the intelligence of a great many readers.—*Stoves and Hardware Reporter*.

## BRIGHT SAYINGS.

**PRINTERS' INK** solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are many of them, and some of them are very good.

WATCH our windows. It pays.  
We make your selecting a pleasure.  
We satisfy our severest critics—ourselves.

OUR label on a garment is a passport of reliability.

OUR records in prices are established only to be broken.

The same trustworthiness yesterday, to-day and to-morrow.

A STRIPED suit that will not look like every other man's striped suit.

QUALITY is never sacrificed here to meet competing price quotations.

We want your trade and will exercise every legitimate effort to get it.

EVERY item is a trophy of merchandising—a tribute to our leadership.

TAKES quality to carry the Traveller label, but costs nothing extra to wear it.

THESE daily "ads" are paying us. They'll pay you, too, if you watch them.

EVERY year that has rolled around has brought us added knowledge and experience.

A GENTLEMAN'S dress in quality and style at a price below what most gentlemen pay.

We don't sell cotton for wool, nor wool-and-cotton for wool, nor anything for what it isn't.

We are neither too busy, too vain nor too independent to acknowledge the existence of competition.

A MAN who gets into one of these warm, generous, comfortable ulsters can laugh at the cold weather.

LOOK to us for the right things and bright things in clothes, hats and furnishings for boys and men.

DO as the trees do; change your garb. That thin suit was all right a month ago, but now it makes you conspicuous.

SPEND half an hour with us, and we'll show you a different overcoat (each one of them modish and tasteful) for every minute.

COMPARING the prices and qualities found in this place with the prices and qualities found elsewhere, is a beneficial thing for us.

We like the trade of men who feel that they have not a cent to squander in the buying of clothes—men who must make every penny count.

MACY was the Christopher Columbus of a new era in shirt selling—discovered how to give you a first-class shirt for 68 cents, instead of \$1.

If ever grace, distinction, fashion, fit, wear and all round excellence were compressed into a suit they are in these pure fancy worsted garments.

EVENING clothes are worn at times when one's principal study is his fellow man; in no other suit does a lack in cut or cloth stand out so boldly.

THE prices mean nothing unless you see the garments; see how they are trimmed and made up; see the styles in

which they are cut, and have a chance to try the fit.

STOUT, extra stout, slim, lean, regular, any shape, we can fit you in ready-to-wear guaranteed clothing as good as your merchant tailor and ask you half as much or less.

THE boy is likely to be hard on the best of garments, but so far as good goods and strong seams can withstand his robust efforts to go through them, we have headed him off.

SOME merchant tailors can make as good suits as our ready-made—and charge twice as much. Can you afford it? And can you bring it back if it goes wrong, like you can ours?

DESIGNED to suit the fancies of the fastidious youngsters who are determined to dress like their daddies. Built to stand the hard strain sure to be given them by the properly constituted boy.

THINK of the comfort of getting a suit or coat that is all ready and that fits, the moment you feel the need—costs half the tailor's price—is guaranteed besides and can be brought back.

DON'T envy your neighbor, but follow his wise example. His means are no greater, his tastes no more refined. He always looks neat because he has the good judgment to trade with William Erlanger & Company.

WITH a big maul one can strike a more effective blow than he could with a dozen tack hammers. With a big business like ours it is possible to offer more attractive bargains than a dozen small concerns could offer.

THE greatest salesman in the world is in our employ. Wit, humor, oratory and eloquence all sit down when he rises to speak. Price is the great speaker, the invincible salesman who is always listened to with rapt interest.

IF your chest measures as much as 52 inches; if your waist measure makes shoe lacing a stumbling block, don't imagine you can't be fitted with our sort of ready-made. We don't let our friends outgrow us, but grow with them.

THE values are not all on the outside—rip a Preis garment—you'll find the hair cloth inside—you'll find the stays where they should be—you'll understand why we may safely offer to keep all garments in repair for one year.

THE well dressed man has more respect for himself and so is more respected. The well dressed man has confidence in himself and so inspires confidence. The well dressed man looks successful, and that often assures his success.

IF there was a better hat in the world than a Stetson hat we would sell it. But there isn't. Years of experience has proved this to our satisfaction. Take our word for it and choose your next hat from the many styles of this famous brand which we are now showing.

THERE are several properties for sale in Chicago now on which the buyer would make a profit of some thousands of dollars as soon as the deed is drawn; the difference between what the property is worth and what the owner thinks it's worth. It's just that difference that has made many a fortune in Chicago; there never was so good a time to take advantage of it as now.

## NOTES.

In its March number the *Mail Order Journal* (Chicago) will begin a series of sketches of successes in the mail-order business.

**THE Woman's Christian Temperance Union of Asbury Park, N. J., has inaugurated a crusade against the display of indecent posters in that exceptionally moral town.**

The Knoxville (Tenn.) *Sentinel* had an actual circulation in January, 1900, of 5,660, and in February thus far, of 6,500 daily, the gain over a year ago being 60 per cent.

In Fostoria, O., there is advertising competition between two churches. The originator started with handbills, then used newspaper display space and ended by the stereopticon, followed in each instance by its competitor.

ADVERTISERS and newspaper men the world over acknowledge PRINTERS' INK and the American Newspaper Directory to be highest authority in all that pertains to newspaper publishing in general and to circulation statistics in particular.—*Camden (Me.) Herald*, Feb. 9.

MR. H. R. MASON, General Manager of the Advertisers' Guaranty Co., of Chicago, states that there is no foundation for the report that he is manager of a combination of advertisers who will place their announcements through him, only in mediums guaranteed by the Guaranty Company.

AT present there are few billposting plants, as we know them, in Cuba, but with the West Indies Advertising and Bill Posting Company at Havana as an example and with the American paper starting to go in, we can expect to soon see regulation plants throughout the island.—*The Billboard*.

A DECISION of Commissioner of Internal Revenue Geo. W. Wilson makes exempt from taxation the remedies prescribed by advertising physicians, because the remedies are "prepared to suit each particular patient" (sic). By a former decision these remedies were classed with proprietary medicines.

PRINTERS and advertisers in general have heretofore been greatly vexed because of a revenue law which placed a heavy duty upon all advertising matter which entered the island of Cuba. This order has now been rescinded, and any and all kinds of advertising matter, providing it is not for sale or barter, now passes in without duty.—*The Billboard*.

THE Wanamaker New York store has brought over from the Philadelphia house William R. Hotchkiss, to take the position of advertising manager, in place of A. A. Christian, who has gone to Gimbel Brothers, Philadelphia. Mr. Hotchkiss has been with the Wanamaker concern for some years, and is reported to be well qualified for the position.—*Fourth Estate*.

ILLINOIS has a law forbidding the use of the American flag for advertising purposes. This law the supreme court of Illinois has pronounced unconstitutional as an unreasonable interference with personal liberty, and one not warranted by the police power of the State. As to the sentiment involved, the court holds that a dignified and proper treatment of the flag must be left to be enforced by public opinion.—*Bowling Green (O.) Sentinel*, Feb. 8.

THE Art Association of Chicago is making a fight on hoardings on the ground that they are built of flimsy, inflammable materials, and consequently likely to "augment fires and menace life." The association believes that compelling the boards to be made of incombustible material would result practically in doing away with them altogether. In reply to a query Mayor Harrison sent a letter in which he said: "I am willing to sign any reasonable

billboard ordinance in which distinction is made between residence and business streets."

A BILL introduced into the Ohio Legislature by Mr. Snyder of Stark County, provides that it shall be unlawful to sell or offer for sale merchandise with the promise, express or implied, to give or deliver, etc., or hold out the promise of a gift or delivery of ticket, check, stamp, or other written or printed promise that the said ticket, etc., may be used in payment of, or exchange for, any other article of merchandise from any other person or corporation either by placing such matter in the packages themselves or causing them to be distributed through retail merchants, the merchant himself being also prohibited from utilizing such incentives to trade. A fine of not more than \$1,000, or imprisonment for six months, or both, is provided for violation.

PREPARATIONS for the Printing Exposition and Fair, to be held in the Grand Central Palace, New York, in May and June, are well under way. Over one-third of the available space has already been sold to the manufacturers representing all branches of the printing and kindred trades, including an exhibit of a complete daily newspaper plant (typography, engraving, stereotyping and printing), and negotiations are pending for other large exhibits. The management has undertaken to interest employing printers within a radius of two hundred miles, and to that end has mapped out a system of correspondence and circularizing. Organizations connected with the trade will be invited to hold their meetings within the Exposition building, and rooms will be provided for that purpose free.

AT Syracuse a publishing firm is advertising a dollar's worth of tickets for 25 cents. For 25 cents a coupon book is issued to an investor. It contains five coupons, which he is not to sell, but to give away. Each coupon entitles the holder to the purchase of a similar coupon book. When the five recipients of the coupons have in turn purchased coupon books themselves at 25 cents apiece then the original distributor receives an order for one dollar's worth of theater tickets. The proprietors of the system have really received \$1.25 by the sale of 25-cent coupon books before you get your dollar order. They thus clear 25 cents on every participant in the plan. The holder of a book gets the dollar's worth of theater tickets for an outlay of only 25 cents.—*Rochester (N. Y.) Chronicle*.

A CORRESPONDENT writes: The National Agricultural Press League held a special meeting February 12 in Chicago, with George B. Briggs in the chair. Resolutions were adopted urging Congress to remove the duty on all print paper, pulp and other materials which enter into its manufacture. The plan of the fifty papers represented in the League uniting to purchase all paper used from one mill, was favorably discussed. A committee was appointed to make arrangements for an excursion in August to Colorado and Yellowstone Park. It was decided to hold the next annual meeting in Milwaukee upon a date coincident with the convention of the National Association of Agricultural Implement and Vehicle Manufacturers. A number of new members were elected and much interest was manifested.

THE award of prizes was made yesterday in the Academy of Fine Arts Poster Competition. Three prizes of \$50, \$35 and \$15 were offered by Dr. George Woodward, of Chestnut Hill, for the best poster advertising the auction sale of books to be held at Manheim on February 23 and 24, for the benefit of the Germantown Hospital. The competition was open to all students, past and present, of the Academy of Fine Arts. The judges were Henry Thouron,

Harrison S. Morris and M. L. Cooke. The competition closed on Monday, and the awards made yesterday were as follows: First prize, H. Lyman Sayen, 4057 Spruce street; second prize, Virginia H. Davison, 100 South Twenty-second street; third prize, Ellen Macauley, 119 South Twentieth street.—*Philadelphia (Pa.) Public Ledger*, Feb. 14.

A GREAT many people imagined that the death of Charles A. Dana would have a serious effect upon the New York *Sun*, and its power and influence would decline. On the contrary, it has become a more powerful and independent newspaper than ever before. The *Sun* is thoroughly supreme—Independent of the Associated Press and the typographical union. The *Sun's* news service is far better than that of the Associated Press. The Washington dispatches published by the *Sun* are best and newest—always fresh and generally in advance of other metropolitan papers. W. M. Laffan, the publisher, is a man of push and power—thoroughly independent and fearless, and his personality pervades the paper. Among newspaper publishers he stands head and shoulders above the majority.—*The Advisor*.

The advertising department of the Minneapolis *Times* is conducted on systematic and progressive principles. For more than four years this department has been in charge of D. C. McConn, and in that time it has grown remarkably. The financial success of any paper depends to a great extent upon the organization of the advertising department. Without a perfect system here no paper can hope to become generally recognized as a good medium, and therefore it is necessary to secure the services of an advertising manager who is a good organizer as well as a competent ad man. Such a one is Mr. McConn, who is admitted to be one of the ablest advertising men in the Northwestern field. Recently the publisher of the *Times* decided to make a change in the methods of securing foreign advertising by withdrawing both the Eastern and Western special representatives. This move was immediately followed by another, which sent Mr. McConn East, where he will remain until he becomes thoroughly familiar with the Eastern field. He is located at 22 Times Building, New York.—*The Advisor*.

#### SPECIAL EDITIONS.

A growing nuisance to advertisers is the special editions now becoming so common with certain newspapers. They employ a man to write up the business of the city, or some line of business. The advertiser must pay for the work and agree to take copies for distribution. These write-ups go as a separate section of the paper and, for the most part, directly to the waste basket. Very few indeed have the curiosity or the patience to read them through. It is a discouraging mass to tackle. No one would even think of going there to look for a place to deal. A short, pertinent ad in the news or trades paper serves much better.—*Milwaukee Journal*.

#### TOO BAD!

Yesterday the man with "a house to let," and the woman who "wanted a house" met in the *Gazette* business office, fell on each other's necks, so to speak, and struck a bargain over the business office counter. The *Gazette* lost thirty cents on the transaction, as the ads were not inserted, but the house owner and his prospective tenant went away rejoicing.—*Schenectady (N. Y.) Gazette*, Feb. 15.

#### MOTTOES FOR STORES.

We will not buy nor sell questionable qualities of goods.

Our goods are plainly marked at the price they cost you.

If we say it's wool, it is wool. Truth is supreme.

Two causes of our low prices. Hard pressed manufacturers and our ready money.

The price on every garment tells a saving story.

Each step you took to come up here we paid liberally for (and floor).

Your satisfaction is our success.

We want you to be satisfied with every purchase you make.

Pants or trousers, as you will, 5,000 pairs.

Last year one floor. This year two floors. Square dealing did it.

Mouth to mouth advertising makes our success assured.

Our values lend a dignity to your dollars.

We are improving. "Better" succeeds "Good" here.

This tailoring department rights the little wrongs and wrinkles.

C. J. DANIEL.

#### ESTIMATING COMPOSITION.

For the use of printers and publishers who have often to compute the value of a piece of composition, and generally find a footrule more handy than a type measure, the table below will be found to save time and trouble. On the square-inch basis, the price is given for all ordinary sizes of type, and at the rates of 40c., 50c. and 70c. per 1,000 ems.

	POINT.	At 40c.	At 50c.	At 60c.	At 70c.
5½	.0688	.086	.1032	.1204	
6	.0576	.072	.0864	.1008	
7	.0424	.053	.0636	.0742	
8	.0324	.0405	.0486	.0567	
9	.0256	.032	.0384	.0448	
10	.0208	.026	.0312	.0364	
11	.0172	.0215	.0258	.0301	
12	.0144	.018	.0216	.0252	

For example, a page measuring 4x6½ inches would contain 26 square inches; if set in eight-point, and to be figured at 60c. per 1,000, multiply 26 by .0486 (as per table), and the correct result is \$1.26; if to be figured at 70c., multiply by .0567. For 35c., take half of the 70c. rate; for 80c., double the 40c. rate.—*Newspaperdom*.

#### OUT OF DATE.

Sentences like these: "You never saw such low prices as these," or "This is the greatest collection of bargains ever offered," have nothing to commend them. They aren't true, and if they were, people wouldn't believe it. Blood-curdling headlines sold goods, once upon a time. They won't to-day. And the chances are that the advertiser who makes free use of them will find his trade slipping away in the direction of some clever competitor, the head-lines of whose ads are catchy but not sensational.—*Pittsfield (Mass.) Call*.

#### SHARP BLACK AND WHITE.

Sharp black and white is more attractive than the gray effect which fine condensed type gives.—*Pittsfield (Mass.) Call*.

## PRINTERS' INK.

## THOSE MAIL-ORDER STAMPS.

Office of  
JOHN M. KELLY,  
Advertising and Publishing,  
36 Shannon Bldg.  
PITTSBURG, Pa., Feb. 17, 1900.

*Editor of PRINTERS' INK:*

The inconvenience and expense to mail-order houses through the receipt of postage stamps in payment of goods ordered might be remedied by a simple method.

The greatest loss to mail-order houses is through stamps destroyed by sticking to the inclosures. Therefore, why not issue stamps without adhesive gumming? They could be used for remittances and on mail packages as well, a little mucilage providing for the latter.

Let us go a step further. Make the denominations the same as those of stamps, but print on a tougher paper, say a good bond, and have them  $1\frac{1}{2} \times 2$  inches in size. Such stamps could be used on mail envelopes and packages, as well as a medium of exchange.

Still a step further. Why could not Uncle Sam redeem such uncanceled stamps at a discount of 5 per cent in \$100 lots? That would pay the cost of printing, canceling and destroying them. It is a legitimate province of the Postoffice Department to aid trade, and this plan might solve the vexed problem of a suitable small medium of exchange that could be bought at any postoffice.

I imagine that if "gumless" stamps are introduced, in a few years' time as many of them will be sold as of adhesive stamps. Yours truly,

JOHN M. KELLY.

AUGUSTA, KENNEBEC CO., Me., }  
Feb. 15, 1900. }

*Editor of PRINTERS' INK:*

In your edition of February 14th you have an article on the postage stamp evil.

I had the honor, at the recent convention of postmasters in Washington, to present a paper upon this nuisance, and to give many facts which were collected from all parts of the country by the Postoffice Department and myself, showing the extent of this trouble. The evil is so obvious that there was no discussion, although many corroborative statements were made after the article was read. The resolution which was adopted by the convention, and which, it was believed, would remedy this evil, contemplated a postal order given at a minimum fee and to be sold at every postoffice and station in the United States, and not at a selected number of offices. The resolution, as adopted by the convention unanimously, was as follows:

"Resolved, That the National Association of Postmasters, in convention assembled, requests and urges that a law may be passed by the forthcoming Congress which will authorize the placing on sale at every postoffice, station and sub-station a limited postal order of the size, form and text of those used in Canada and Great Britain, in which the name of the payee may be inserted or left blank, and the name of the office of payment may be inserted or left blank, as the purchaser or holder may respectively desire, to be issued at a fee of one cent each, and without war tax, and to be in sums of not to exceed two dollars each, payable to the person or persons named in its face; or, if blank, to bearer, at any designated money order postoffice; or, if blank, at any money order postoffice within the United States; and that the practical details for the carrying into effect of this law be left to the Postoffice Department."

It is unfortunate that this needs Congressional action, for the project has been indorsed both by the Postmaster-General and the money

order division of the department, and its adoption would undoubtedly go as far as is possible to remedy an evil which never will be entirely overcome. It must be understood that it is the settled policy of the Government not to issue any kind of fractional paper currency.

Very respectfully yours,  
WALTER D. STINSON, Postmaster.

## ♦♦♦

## HUMOR DEFENDED.

Office of Miss WOODLE,  
6 Wall St.

NEW YORK, Feb. 14, 1900.

*Editor of PRINTERS' INK:*

The humorous ad has been cudgeled lately, and I fear, I—its sometime advocate—have played a cowardly part by not taking a few of the whacks on my own shoulders. Notwithstanding the ardor with which my opponents continue to berate humor in advertising I still contend that there are times when humor is not to be despised, though I readily concede that it is not always in place. For what is humor? Humor is playful fancy. And where that humor is spontaneous I believe it to be legitimate. Evidently there are advertisers who agree with me—large advertisers at that. Thus I consider that Rogers, Peet & Co. make their advertisements thoroughly attractive by injecting a bit of fun into them now and then. I never miss reading Rogers, Peet & Co.'s advertisements. The humor in an advertisement never keeps me from making a purchase in the store which prints that advertisement, but I am often deterred from buying in a store which prints absurd statements in grave language. I take it that most readers weigh *all* advertisements, whether grave or gay, and that the common sense of the American people is not to be imposed upon by a serious visage. The reputation of the house, the character of the goods, the price and the probabilities of the case—these are the things that tend most to influence a possible buyer. Not only is the race not always to the serious, but the customer is not always to the low-priced. Very truly yours,

M. WOODLE.

## ♦♦♦

## IN BOSTON.

BOSTON, Mass., Feb. 17, 1900.

*Editor of PRINTERS' INK:*

Thomas W. Lawson, a member of the Boston Stock Exchange, has petitioned the Legislature for the passage of a bill to prohibit anonymous and false advertisements of stock, bonds and securities. The bill presented with the petition provides that no person shall write, print, post or distribute, or cause to be written, printed, posted or distributed any advertisement, circular or poster which is designed or tends to affect the market price of any security of any corporation or association, the securities of which are publicly sold in the Commonwealth, unless there appears upon such advertisement, etc., in a conspicuous place, the name or names of the person issuing the same, or causing same to be published, together with the place of business, and unless the person issuing the same or causing the same to be published shall show at the time of said publication that he believed the same to be true and had reasonable grounds for such belief. Whoever violates the law is to be punished by fine not exceeding one thousand dollars, or by imprisonment not exceeding six months, or by both.

F. N. H.

## ♦♦♦

## NIGHT WORK.

Let your show windows do night work; it is the best and cheapest working force you can secure.—*Music Trade Review, New York City.*

**THE MAN WITH AN AD.**

There's the man with the pick and the man with the hoe,  
And the man with the horny spade,  
But the man with the "ad," is the man ever glad,

For he collars his share of the trade.  
There's the man with the hat, and the man with the shoe,

And the man with the automobile,  
But whoe'er, East or West, in an "ad" will invest,

Is the man at the top of the deal.

There's the man with the frown, and the man with the sigh,

And the man of perpetual grief,  
But just make up your mind, that no man of that kind,

In an "ad" has the slightest belief.  
For the man of the East or the man of the West

With a smile and a face all aglow,  
Is the man who has had, by the aid of an "ad."

A trade that has brought in the dough.—*Everit Bogert Terhune, in the Boot and Shoe Recorder.*

**ATTACKING COMPETITORS.**

It has been stated a great many times that attacking one's competitors in advertising, results to the aggressor's detriment and to the competitor's financial benefit. Usually, this is true; however, it may be untrue. Whether it is true or untrue depends to a great extent on whether the attack be direct or indirect. The motive of the attack—as the public sees it—is what determines whether this method of advertising be successful or not. The advertiser who openly denounces a competitor usually does so in order to prejudice the public against trading at the competitor's store. The open and direct manner of the attack displays the advertiser's own interest in the matter, and hence his advertising proves unsuccessful. To successfully attack competition, one's real motive must be veiled—must be subordinate to a seemingly more important matter. In other words, the purpose of the attack should appear to be primarily to the public's interest rather than to the advertiser's. Here's a case in point. The Royal Baking Powder people advertised that all cheap baking powders contain alum, and that alum is injurious to health. They printed lengthy analytical reports of various State chemists to verify the truthfulness of their assertions. They mentioned the fact that some States have legislated against the sale of baking powders containing alum. The Royal people indirectly attacked all cheap baking powders, and left the impression that the primary interest was one of general, rather than of individual importance. Before the Royal people advertised the fact, very few people knew that alum was a constituent of many baking powders. Now it is generally known, and, quite naturally, people feel that the Royal people have rendered them a valuable service in enlightening them on this subject.

Attacking one's competitor can only be successful by attacking, in an indirect way, the goods he sells; provided, however, the goods deserve attacking.

TAYLOR Z. RICHEY.

**Classified Advertisements.**

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

**WANTS.**

**A**DVERTISEMENTS for the EVENING POST, Charleston, S.C.

**R**EPUBLICAN daily or weekly in Kas. or Okla. SAM W. JAMES, Sedalia, Mo.

**S**ECOND-HAND bourgeois type, 300 pounds or more; must be good, but cheap. E. O. VAILE, Oak Park, Ill.

**A**DVERTISEMENTS for the paper with largest local circulation in Charleston, S.C.—THE EVENING POST.

**P**osition by young man, non-union job printer. Can also do chalk plate engraving; have tools. "PRINTER," Box B, Magnolia, Ia.

**WANTED**—Foreman and job printer of country weekly. One who can read proof preferred. "N. W. K." care of Printers' Ink.

**H**ALF-TONES (quality guaranteed), one col. \$1;  $\frac{1}{2}$  col. \$5; Two col. \$2;  $\frac{1}{2}$  col. \$10. Larger, 10c per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

**WANTED**—A good, honest, practical man to edit and manage a daily paper in country town of about 10,000 inhabitants. Address H. E. MATHEWS, 4245 Viola St., Philadelphia, Pa.

**W**ANT agents' articles; nothing but legitimate specialties from mfrs.; considered; send information and samples; look us up in Bradstreet's. PITTIBONE BROS. MFG. CO., Cincinnati, O.

**WANTED**, for cash, whole or controlling interest in well-established trade paper. Give essential facts (in confidence) and send copy of the paper. "C. M. S." care Printers' Ink.

**I** AM a successful newspaper man of some means and I want a location to start a daily in a town that will render financial assistance by taking stock or otherwise. Address "O." care Printers' Ink.

**F**ERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men, and recommends them to publishers; no charge to employers; registration free. 15 Cedar St., Springfield, Mass.

**A**M writing advertising that is bringing results, but want to change for chance to show more ability. Can take full charge of medium size dept. store or an assistant to general advertiser; good recommendations. Address "RE-SULTS," care Printers' Ink.

**A** FIRST-CLASS editor and all round newspaper man, a college graduate, who has filled every position on big Eastern daily from reporter to editorial writer, would be pleased to hear from any paper that needs the services of such a man. "O. K." care of Printers' Ink.

**O**RDERS for 5-line advertisements 4 weeks \$10. in 100 Illinois newspapers: 160,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

**MAILING MACHINES.**

**P**AN-AMERICAN, Matchless Mailer, pat. Jul '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

**POSTAL CARDS.**

**U**SE many postal! We print them for ten cents per thousand. Write us. FINK & SON, 4th and Chestnut Sts., Phila.

**PRESS CLIPPINGS.**

**T**HE MANHATTAN PRESS CLIPPINGS (Arthur Cassot, mgr.), No. 2 W. 14th St., N. Y. Trade journals; personal items; ads a specialty.

**TRADE PAPER FOR SALE.**

**P**ROFITS \$6,000; price \$12,000. Can be run from New York, Philadelphia, Baltimore or Washington. EMERSON P. HARRIS, 156 Nassau St., New York.

## PRINTERS' INK.

## LETTER BROKERS.

**L**ETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ABS'N, 595 Broadway, N.Y.

## STEREOTYPE OUTFITS.

**S**TEREOTYPE outfit \$17 up; Hot and Cold processes included; make your own cuts in white on black and Granotype, no etching. Send stamp. H. KAHLIS, 240 East 3rd St., New York.

## ILLUSTRATORS AND ILLUSTRATIONS.

"**T**HREE is nothing as attractive in an advertisement as an appropriate illustration."—*Printers' Ink*. Send me your ad and I'll make the "appropriate illustration." G. S. SNELL, 25 W 14th St., New York.

## JOB PRINTING SPECIALTIES.

**W**ANTED—One (only) newspaper in every town to handle the LEDGERETTE in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

## ADDRESSES AND ADDRESSING.

**W**EST VIRGINIA mailing list of 5,000 names of heads of families of best people in eleven (11) western counties adjacent to wood, prosperous oil and farming section; names bona fide from direct and reliable sources; just compiled; good eligible copy; price \$3. WILD & SMOOT, Box 161, Parkersburg, W. Va.

## SUPPLIES.

**R**EVOLVING dating stamps; stamps day, month and year; 2¢, postpaid; rubber stamp cat. for 2¢ stamp. MAGIL, 708 S. 6th, Philadelphia.

**T**HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 15 Spruce St., New York. Special prices to cash buyers.

## BOOKS.

**1900** BLUE BOOK. Over 6,000 names. Price \$3. 371 Fulton St., Brooklyn, N. Y.

**P**POINTS Frequently Overlooked, 12c., postpaid. MONITOR CO., Publishers, Cincinnati, Ohio.

**N**O label or coupon necessary. Just send us your name and we will send you a copy of our cool book containing over 200 receipts for cooling with ice, brandy, etc., and 50 different directions for making fancy drinks at home. C. E. SWEEZY, with Brotherhood Wine Co., N. Y. City.

**W**E have issued a book called "Specimens of Printing," containing forty-nine specimens, advertising card, letter-heads, visiting cards set in the most attractive manner we know how. It will appeal to advertisers and advertisers generally because we have told the stories in an individual way and have used brains in the typesetting. The book will be sent on receipt of 50 cents. Address THE KEYSTONE PRESS, Portsmouth, Ohio.

## FOR SALE.

**50,000** NAMES and addresses in Ky. W. M. SHIPP, Jr., 106 E. B'way, Louisville.

**F**OR \$1,500 you get only Democratic paper in county of 25,000 and its office; Rocky Mt. State; plant cost \$3,000. "Z." care Printers' Ink.

**400** CUTS 9x7, 6x8, mostly women, landscapes, Oriental subjects, suitable cover designs. Bid quick. Address SHIELDS, P.O. Box 317, New York.

**F**OR SALE—The strongest combination of advertising space in Philadelphia. PHILADELPHIA & READING RY. CO. Chas. A. Klink Advertising Agent, Reading Terminal, Phila.

**E**VERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

## COLLAR BUTTONS.

"**F**AULTLESS" comfort and economy collar buttons. Special inducements to Drummers and Dealers. Sample 10c. Cir. free. W. D. REDINGTON, Binghamton, N. Y.

## ADVERTISING NOVELTIES.

**N**OVELTY Ad Folders. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

**T**RICYCLE wagons for merchants, \$40; lettered to suit. ROADSTER SHOPS, Camden, N. J.

**F**OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**U**P-TO-DATE advertisers use banners on their wagons. Most unusual and attractive device ever invented: any style wagon changeable with 6-inch gas players. GEO. W. BARTLETT, patented, 134 E. Van Buren St., Chicago.

## NEWSPAPER BARGAINS.

**\$10,000** OPENS up a great proposition in Massachusetts—monthly 14,500 circulation; weekly 2,250 circulation, etc., etc.

\$4,000 buys a big weekly bargain in Indiana. \$2,000 gets a half interest in a New England daily. It's a snap.

\$8,000—cash required \$2,500 or more—buys a money-making newspaper property in Idaho. Own it, buy it, sell it, or lease it to retire.

\$1,750—with only \$700 or more cash, buys a good paying weekly property in Oregon.

\$2,000 buys a reliable weekly property in large, fast-growing New England town.

\$4,000 buys one-half interest in a fine daily and weekly property in Illinois. An experienced man only required.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, David Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

## GREAT DAILY—FOR SALE.

**ONE** of the very best daily properties in New England States, to wit: \$15,000—\$5,000 or more down—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

A man with \$5,000 to \$5,000 in cash can control a great weekly proposition.

Dailies and weeklies for sale in other States by C. DAVID, Confidential Broker in Newspapers, Abington, Mass., 28 years experience.

## ADVERTISING MEDIA.

**N**ICKELL MAGAZINE, Boston.

**T**HE EVENING POST, Charleston, S. C.

**T**HE best advertising medium in Charleston, S. C., is THE EVENING POST.

**N**ICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

**T**HE EVENING POST, of Charleston, S. C., claims the largest local circulation.

**T**HE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

**40** WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

**D**VERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'a 4,500. Close 24th. Sample free.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

NICKEL MAGAZINE ad rates, 30c. agate line \$50 page; 5, 10 and 20 per cent dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,000 weekly, among wealthy ranchers; growing rapidly; 2c. agate line; no medicine ads.

#### HARDWARE DEALERS' MAGAZINE.

Exceeds 10,000 every issue.

Three hundred regular advertisers.  
DANIEL T. MAILETT, Publisher.  
Broadway and Murray St., New York City.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$65; 500 inches, \$80; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1860, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 200 inches; 20 per cent on 320 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 137 Park Row Building, N. Y.

THERE is no advertising medium so effective as a paper tastefully gotten up, handsomely illustrated, and bearing directly on the subject in which you are vitally interested. It goes directly to the men who are using your goods. Write to our advertising firm throughout the country papers used by them exclusively for their business. Write for prices and sample copies and we will give you the desired information. HALSTED PUBLISHING CO., 14-30 Rose St., New York.

THE HOME MAGAZINE, OF NEW YORK, is in its thirteenth volume, having been started as the Commercial Traveler's Home Magazine. A year ago the name was changed to the HOME MAGAZINE, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation is now 60,000 copies, actually, of which about 31,700 are regular subscribers and the balance news-stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$60 per page net, half and quarter pages pro rata, or 40 cents per agate line.

We want your business because our circulation will bring you results. We are always ready to give any details to possible customers. Will you try us? THE HOME MAGAZINE, 93-99 Nassau St., N. Y. City.

#### ADVERTISEMENT CONSTRUCTORS.

MISS WOODLE makes special offer. 6 Wall St., New York.

MERITORIOUS ad service. FRED GOLD-SMITH WALKER, Salem, Mass.

100 COMPLETE Shoe Ads, all new, for \$2 G. R. SYFERT, 243 S. High St., Columbus, O.

ONE ad \$1. Booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

LITTLE ads made strong; one a day for \$10 a month, 6 for \$5. GEORGE H. HAYWOOD, 9 Amity St., New London, Conn.

THE shortest, surest and safest route to profitable medical journal publicity is through the MEDICAL ADVERTISING BUREAU, 100 William St., New York.

STOCK LETTERS, "readers," leaflets, booklets, and other bits of business literature written in a frank, forcible style; ask for evidence. JED SCARBORO, 28 Morton St., Brooklyn, N. Y.

YOUR advertising of any kind can only be one of two things—either a profitable "salesman" or a shortsighted waste of money, and the way it turns to a community setting depends on the vast amount of "white space-filling" that otherwise garrulous merchants roundly for. Is simply amazing. FRANCIS L. MAULE, 463 Sansom St., Philadelphia. Commercial literature of all kinds. When writing me shun postal cards.

#### BOOKLETS, ADVERTISEMENTS, CIRCULARS.

I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter, it will pay you to consult me. WM. JOHNSTON, manager Printers' Ink Press, 10 Spruce St., New York.

THE better advertising is that prepared by the specialist who has had practical experience in the lines of business he attempts to advertise. The president and active manager of The Heywoods of Philadelphia, who make a specialty of the writing, designing, engraving and printing of commercial literature, has had twenty years' experience in the field of advertising, principally of industrial enterprises and cities. Advertising agent and newspaper publisher. On real estate, railroad and hotel booklets The Heywoods are far ahead of any competitors. On any other work they are just as good. Estimates, etc., may be had by addressing THE HEYWODS (Frank A. Heywood, president), 119 N. 12th St., Philadelphia.

#### STOCK CUTS.

HALF-TONE STOCK CUTS. Send stamp for sample sheet. THE STANDARD ENGRAVING CO. OF NEW YORK, 61 Ann St.

This little advertisement occupying space of three lines and inserted five times in the classified advertising columns of PRINTERS' INK, at a cost of \$3.75, has brought the Standard Engraving Co. more than sixty replies and sold more than \$40 worth of "Stock Cuts."

Nothing cheaper and no better advertising can be had than that offered in the classified advertising columns of PRINTERS' INK at a cost of 25 cents a line each insertion. Address orders to

PRINTERS' INK,  
10 Spruce Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**1.** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**2.** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

**3.** Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

**4.** If a subscriber has not paid for it is receiving PRINTERS' INK it is best to assume one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.  
PETER DOUGAN, Manager of Advertising and  
Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate  
Hill, E. C.

NEW YORK, FEB. 28, 1900.

THE edition of PRINTERS' INK for the issue of Feb. 21st was 22,125 copies.

THE New York Times printed 45,480 more agate lines in January, 1900, than in January, 1899, and deserved to do it.

Publicity of London is fond of appropriating matter from PRINTERS' INK without indicating that it has been appropriated.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

CIRCULATION manager, by a metropolitan newspaper; must be possessed of all qualifications of a first-class, practical circulation man; give full particulars, references and salary expected. G. H., 147 Herald, Downtown.

—Want columns N.Y. Herald, Feb. 18.

"All qualifications of a first-class practical circulation man" for a metropolitan newspaper probably includes the ability to keep one's mouth shut about circulation figures, and to allege as a reason that many who give such figures give false ones, with which it is impossible to compete.

THE Third Sugar Bowl will prove a sweet morsel to but one newspaper.

It is predicted by one of PRINTERS' INK's contemporaries that should the present Loud Bill become a law, many Eastern mail-order publications will change their places of publication. That bill makes the rate for second-class matter one cent a pound within a circle of one thousand miles of the office of publication, but two cents above that distance, allowing a Chicago publication to mail almost all its copies at a cent a pound, but working to the serious disadvantage of Eastern periodicals, since most of their thousand miles toward the east extends into the Atlantic Ocean.

UNDER the heading, "An Explanation, the difference between 526,000 and 551,340 weekly edition," the *Youth's Companion* publishes the following in the February issue of *Advertising Experience*:

The average weekly edition of the *Youth's Companion* for 1899 was 551,340 copies. According to the annual count of yearly subscribers made February 1, 1899, there were 526,387 yearly subscribers to the paper. The count was made just after all discontinued subscriptions were taken from the list and did not include any special number editions or sales. Thus the average weekly edition was 24,953 copies larger than the published statement of yearly subscribers.

PRINTERS' INK is still wondering what the statement means.

THE newest PRINTERS' INK baby is of the regulation PRINTERS' INK size, calls itself *Practical Advertising*, appears monthly, costs a dollar a year in advance, hails from Atlanta, Ga., and is published by the Practical Advertising Publishing Company, of 702 Lowndes Building. It appears to be a vigorous infant, and while naturally devoting itself principally to local matters, is still of considerable interest to advertisers in more Northern climes. The first number contains a sketch of Mr. Clarence Blosser, of Atlanta, whose catarrh cigarette has been given some skillful advertising in general mediums.

IDEAS rule the world. All great enterprises are only executed ideas.—*Mail Order Journal*.

All advertising theories are worth attention and consideration. Every fundamental advertising principle was a postulate before it became an axiom.

*THE National Advertiser* is believed to be permanently dead, since it has not appeared for two issues up to this writing. Its last number consisted of only four pages; it was then already near death's door and should have had sense enough not to over-exert itself; but, unable to overcome the shrewish habits of a lifetime, it devoted two of those four pages to vigorous scolding of the American Newspaper Directory, with the result already noted.

*THE New York Evening Telegram* issues a circular giving its circulation day by day for the month of January, by which it appears that the daily average was 119,681 copies. The figures are above 100,000 for each day, except for New Year's Day, when they reached only 94,400 which appears to indicate that the *Telegram's* circulation among downtown business men approximates 20,000 copies. An offer is made to furnish freely on request any further information desired regarding the circulation.

In describing methods and appliances that may aid advertisers, *PRINTERS' INK* makes a practice of inserting names and addresses, because of what value is it to tell of helps, and leave the reader in ignorance of where they may be obtained? Of course frequently somebody gets a valuable free advertisement through this means; but to refrain from helping a host of readers because by so doing a business man may also be helped, does not accord with the Little Schoolmaster's views. It may be interesting to note in this connection, that the value of *PRINTERS' INK* as an advertising medium has occasionally been brought to the attention of business concerns by the large number of inquiries which a free notice in *PRINTERS' INK*'s reading columns has brought forth.

THE rural delivery of mails, which is to be rapidly extended, will increase the influence and prestige of the daily paper of the large city in the surrounding territory and may even cause it to be looked upon with favor as an advertising medium for mail-order trade, a field in which it has not made much progress up to the present time.

ANDREW R. CUNNINGHAM, a druggist of 264 Campau avenue, Detroit, issues each month a four-page periodical called *Cunningham's Bulletin*, which is very interesting. The pages are seven by nine inches in size and each page is divided into four columns, which are filled with a large number of jokes and funny stories in small type, interspersed with two or three display advertisements on each page, in borders, in the clear-cut style affected and made popular by Mr. Bates. Whether Mr. Cunningham gets up his little publication himself, or whether it is supplied by a syndicate to others besides himself is not known; in any case it is unusually readable, and worthy of attention from any who are thinking of something in the same line.

*PRINTERS' INK* would be glad to receive from any of its readers letters indicating their opinion as to which newspaper should receive the Third Sugar Bowl, and why. In none of the previous contests have so many newspapers filed their claims; and in none of them, perhaps, was the standard represented by the contestants so high. The prize is a sterling silver sugar bowl, suitably inscribed, to be presented to that daily newspaper east of the Mississippi, barring the cities of New York and Chicago, which it shall be decided, after considering all claims, gives an advertiser the best service in proportion to the price charged. On pages 37 and 38 of the present issue of *PRINTERS' INK* the *Philadelphia Record*, *Boston Post* and others present their claims in a manner that may prove inspiring to those who contemplate doing the same.

THE February issue of the *Mail Order Journal* (Chicago) shows a great improvement over previous numbers—in fact, contains an unusually large amount of interesting matter.

MR. CHRISTOPHER JOHNSTONE, a photographer of 45 Pratt street, Hartford, Conn., issues a booklet called "Art in Photography," which, besides being illustrated by reproductions of photographs, gives considerable information of a kind which has hitherto rarely been given to the public. Thus, there is a discussion, Is Photography an Art, short articles on Something About Posing, Dressing for a Portrait, What to Wear, About Children, Best Hours for Sitting, Miniatures, Platenotypes and Carbon Process. The booklet is the production of Mr. Melville E. Trux, an advertisement writer of Hartford, and he is to be congratulated on bringing forth something that marks a distinct advance in the advertising of photographers.

A FOLDER just issued by the *Chicago News* to show that during 1899 the *News*, issued six days in the week, published more advertising than any other Chicago daily paper, and nearly fifteen hundred columns more than its nearest competitor, issued seven days in the week, and that the *Chicago Record* was second, shows some interesting facts in regard to Chicago dailies in general. For instance, in display advertising, all the newspapers secured increased business, except the *Chronicle*, which was 88.11 columns behind the previous year; in classified advertising, all exceeded the previous year, save the *Inter-Ocean*, which was 188.28 columns behind; in totals, all were ahead, from the 3,833.67 columns increase of the *News* to that of the 144.21 columns increase of the *Chronicle*, the papers standing in following order as to amount of increase: *News*, *Tribune*, *Times-Herald*, *Inter-Ocean*, *Record*, *Chronicle*. In Sunday issues the order of increase was: *Tribune*, *Inter-Ocean*, *Times-Herald* and *Chronicle*.

THE Lake Advertising Company, of Chicago, sends out the following proposition to advertisers, signed by Capt. T. C. Speiden, of 25½ So. Desplaines street, Chicago, Ill.:

My schooner is only 26 tons, light; draws 18 inches of water. Can go to any port, harbor or basin on Lake Michigan. Will visit every harbor on Lake Michigan, from the head of the lake to the Straits of Mackinaw, including Green Bay. This is the greatest advertising plan in this country. You can have a ten-foot space on my sails for \$25 per week, and I will distribute circulars and samples and tack up signs for one-half of the price that you pay now. A ten-foot space means 70 feet on all the schooners, each side of five sails 10 feet, gives you 70 feet of advertising. I will keep my sails hoisted in harbors, so that they can be seen. I will give you the use of the whole schooner, paint her to suit you, and my help during the whole of the season, from April 1st to November 1st, for \$2,500, and I will tack signs and distribute circulars or samples free of charge and hire my own labor. As space is limited, "first come, first served." This way of advertising is a new thing and is bound to take, and will advertise your goods in four different States—Illinois, Michigan, Wisconsin and Indiana.

MANY people who have a good thing to advertise think they must wait for the possession of a large amount of money before beginning. In this connection the following extract from a letter of Martin & Martin, manufacturers of polishes, to the Mahin Agency of Chicago is of interest:

For sixteen years the writer had been firm in his belief in advertising, and had vainly striven for that length of time to get a bank account that would enable us to advertise properly. After sixteen years of hard work, it was apparent that our bank account would never show a balance sufficient to justify our ideas of what was necessary to make a start. We had a "good thing" and knew it; we tried many advertising schemes which we thought we could afford, with varying success, but could not reach the point where we felt able to take newspaper space. Finally, concluding that we would never accomplish our ambition if we waited for our bank account to grow, at the stove polish season last year we called upon your Mr. Lesan and swapped ideas about advertising, with the result that our campaign was started on a limited scale (in the *Chicago Daily News*), yet sufficiently large to quickly put our "profit account" on the wrong side of the ledger, if we failed to make it pay. The outcome, as you know, has been a continual surprise. The fact that we have doubled and tripled and quadrupled our advertising appropriation in the short space of nine months is sufficient proof of our success.

FROM all parts of the country newspaper clippings are coming to PRINTERS' INK telling that churches are advertising. A church advertising revival appears to be on hand.

THE principal plumbing journal is the *Plumbers' Trade Journal*, issued semi-monthly in New York and given a rating in figures by the December, 1899, issue of the American Newspaper Directory of 14,875 copies per issue. The Christmas and New Year issue of the *Journal*, just issued, bears out the impression of its standing in its field which one gets from its circulation figures, which are not approached by any other publication in its line.

#### A WAVERLY IGNORAMUS.

WAVERLY, N. Y., Feb. 19, 1900.

*Editor of PRINTERS' INK:*

I note that you generally have a write-up of some manufacturer or advertiser on some of the front pages of PRINTERS' INK each week. How expensive are these write-ups, say for two pages or two pages and a half, with possibly a small half-tone of the man or a part of his shop?

I may be able to get you one of these if the rate is within the reach of the man I have in mind.

Very respectfully yours,  
M. A. BROOKS.

If you were a reader of PRINTERS' INK you would know that space in the reading columns of PRINTERS' INK is never sold at any price; anything that appears in the Little Schoolmaster's reading columns is inserted because of its intrinsic interest. The facts in the interviews to which you refer are given by the people interviewed as favors to this publication and are published for the information of PRINTERS' INK's readers, all of whom are interested in advertising subjects. Not only is no payment exacted or desired, but the purchase of copies by persons interviewed is not looked upon with favor. If the person to whom you refer has an interesting story for advertisers, PRINTERS' INK will publish it in its reading columns for nothing; if it is not of interest all the money in Waverly could not secure its insertion in those columns.—[EDITOR PRINTERS' INK.]

#### KICKING WITHOUT CAUSE.

Office of  
"CHICAGO JOURNAL"  
CHICAGO, Feb. 17, 1900.

*Editor of PRINTERS' INK:*

A paragraph on page 42 of PRINTERS' INK of February 14, 1900, does the Chicago *Journal* an injustice that I cannot allow to pass without correction. There has been no request for a statement of the *Chicago Journal's* circulation from you or from any responsible man or concern during the past three years that has not been promptly complied with. This rule is still in force and the entire circulation department of the *Journal* is, and will be, open at all times to the most searching examination of all responsible concerns, our local competitors included. There are actually sold every day more than 90,000 copies of the *Chicago Journal* to a high-grade constituency, which statement will, I believe, be substantiated by the judgment of any Chicago advertiser or admitted by any Chicago newspaper publisher, friendly or otherwise. I hope that, as an exemplification of the fairness you claim for your PRINTERS' INK, you will undo, so far as in your power lies, the injustice you have done the *Chicago Journal*.

Very truly yours,

W. H. TURNER,  
Manager *Chicago Journal*.

The paragraph to which the foregoing letter refers reads as follows:

The *Journal* was rated as at present in 1895 and 1896. In 1897 for once an actual average was shown. It then reached 104,174 copies, but in 1898 "information was withheld" and the previous estimate of the Directory editor—exceeding 40,000 average output—appears to satisfy the publishers.

When this matter was brought to the attention of the editor of the American Newspaper Directory he said: "The *Chicago Journal* failed to furnish the American Newspaper Directory for 1899 with a statement of its circulation during 1898, although application for such a statement was made by the Directory, in the usual way, in December, 1898, and March, June, September and December, 1899." To which PRINTERS' INK may add that if the *Chicago Journal* wishes to be correctly rated, it is the easiest thing in the world to have it done—just send the figures. The only object in life of the editor of the American Newspaper Directory is to secure as many definite circulation statements as possible; and to believe his attitude toward them to be any but that of friendliness—the man who believes that will believe anything.—[ED. P. I.]

## LONDON INGENUITY.

The New York *Sunday Herald* of February 18th tells this interesting story of how the London *Mail* is printed practically simultaneously in two places:

To annihilate four hours and 183 miles seems an almost impossible task, but it has been done. Prior to this week readers of the London *Daily Mail* in the North of England and in Scotland have been obliged to wait until newspaper trains from Euston had traversed the road from the metropolis to the north. It was four hours before the papers reached Manchester, and then the distribution on the branch roads to the various centers of population began. By the time London papers reached their destinations in the north, the day was well advanced. The provincial papers, being published on the spot, had a great advantage in early delivery. The *Daily Mail* is nothing if it is not enterprising. It aims to compete with not only the London, but also the provincial journals. To do this effectively it was necessary that the *Mail* should be on sale at the same time as the local papers. How to accomplish this was a herculean task, but it has been done. In the first place, a duplicate printing plant was established in an old school building on the outskirts of Manchester. Railway lines run alongside the establishment, thus doing away with any delay of transporting papers to the trains. Then five direct telegraph wires from London to this building were leased. Editors, compositors, pressmen, stereotypers, folders and packers were installed. In the *Daily Mail* office, in London, a special staff was organized to send matter. After each item of news had been put in type and corrected, a special proof was taken, the style of headline written upon it, and it was then given to the operators, who telegraphed it, headlines and all, over the leased wires to the Manchester office. There it was taken in hand by an editor, who punctuated it. The dispatch was then sent to the composing room and again put in type, this time in Manchester. The same procedure was followed with each item of news and the advertisements. As the time approached for going to press in each office, 183 miles apart, the same news items were in type and ready to go into pages. The London office page was made up and a list taken of the items in their position. This was telegraphed to Manchester in this style:—Page 5—begin number one head, "Kimberley Relieved"; next, number three head, "Roberts' Report," and so on, until each item on the page had been enumerated. Similar directions followed for all the pages, and by the time the presses in the London office had started printing the last page in Manchester was almost ready for the stereotypers to make plates.

BUSINESS literature is a solicitor of business, and should be well dressed. So presented it secures attention which would not be accorded otherwise.

## USING THE SAME TRADE-MARK.

The December number of the *Trademark Record* has the following to say about the use of the same trade-mark by different manufacturers:

The same trade-mark, whether it be a symbol, picture or device, unless it be a copyrighted picture, or the same title, may be used by different manufacturers for distinctively different lines of merchandise.

We call attention to this fact because numerous inquiries are so constantly being addressed to us as to whether such a right exists, and we make this public announcement for the information of our readers in the business community.

We notice, for instance, that a "Piper Heidsick" brand of tobacco has been put on the market; "Piper Heidsick" being one of the well-known standard brands of champagne, and so there would be no interference with the "Piper Heidsick" brand of champagne, if a "Piper Heidsick" hat and a "Piper Heidsick" shoe and a "Piper Heidsick" chocolate and a "Piper Heidsick" bicycle and a "Piper Heidsick" glove were put upon the market.

In truth and in fact the more "Piper Heidsick" trade-marks that are employed, the more advertising the original "Piper Heidsick" champagne would receive all over the country.

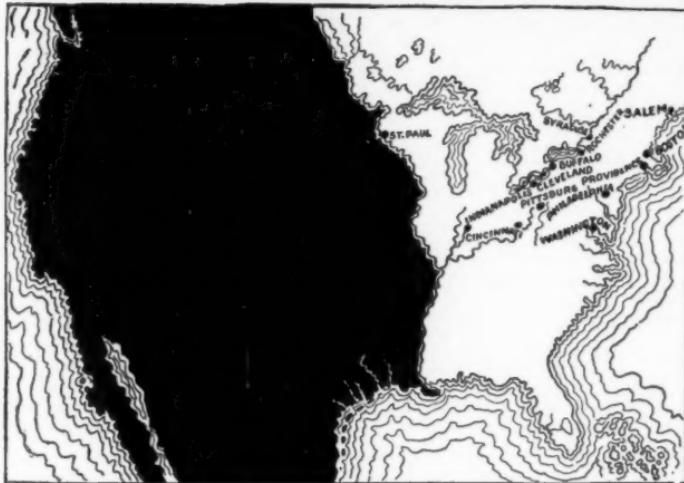
Some trade-mark owners have demurred and threatened prosecution against persons who have used their titles in connection with other lines of business, but such threats are useless and not founded upon any legal right.

Of course, we call attention to the fact as already stated, that if a label uses a copyrighted picture, then such picture cannot be used by any other manufacturer; not that the second use would be an infringement of the label, but it would constitute an infringement upon the copyright of the picture itself.

**THE dead wall ceases to be dead when clothed with an attractive poster.**

EACH kind of advertising is good in its place. It depends upon what you have to advertise, the kind of people to whom you expect to sell it, the amount of money you have to spend.

**THE Abbey Effervescent Salt Co., of New York, issues a calendar which it says it "considers one of the most beautiful calendars published this year"—and it is true. If the use of the "Salt" produces such complexions as that of the little maid who looks out at us from the border of monthly calendars, every user will become an advertising medium.**



"**PRINTERS' INK**" OFFERS A STERLING SILVER SUGAR BOWL TO THE DAILY NEWSPAPER PRINTED EAST OF THE MISSISSIPPI RIVER BUT OUTSIDE OF THE CITIES OF NEW YORK AND CHICAGO THAT GIVES ADVERTISERS THE BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. NEWSPAPERS BELIEVING THEMSELVES ELIGIBLE ARE INVITED TO SET FORTH THEIR CLAIMS IN A LETTER TO THE EDITOR OF "**PRINTERS' INK**".

### THE THIRD SUGAR BOWL.

Herewith are presented the claims of the Philadelphia *Record* for the Third Sugar Bowl. Every advertiser should read this letter, whether he be interested in the present Sugar Bowl contest or not, for it is full of information.

PHILADELPHIA, Feb. 12, 1900.

*Editor of Printers' Ink:*  
To advertisers, the very best service possible.

To readers, the very best news possible.

These are the maxims of the Philadelphia *Record* that have made it great. Upon the strict adherence to each have been builded the success of the other.

The foremost reason why the Philadelphia *Record* believes that it has succeeded in giving advertisers the best service in proportion to the price charged is that advertisers themselves appreciate this fact by using more space in the Philadelphia *Record* and by paying the Philadelphia *Record* more money than is paid to any other newspaper in the territory embraced in your offer for the Third Sugar Bowl.

#### LARGEST MORNING CIRCULATION.

The Philadelphia *Record's* circulation since the first day of January, 1900, has averaged about 192,000 daily; at present our circulation running about 197,000. You understand that this is our net circulation and one to which we swear. This circulation is the larg-

est of the morning or evening papers in the Third Sugar Bowl territory.

The Philadelphia *Record* has more circulation in Pennsylvania than any other paper in the State; more circulation in Philadelphia than any other paper in Philadelphia; more circulation in Delaware than any other paper in Delaware; more circulation in the southern half of New Jersey than any other paper in that territory and a good circulation in Maryland.

The population of Philadelphia is about a million and a quarter; and the population of the territory in which the Philadelphia *Record* circulates is about five millions. It is an incontrovertible fact that the Philadelphia *Record* has a greater circulation in about one thousand cities, towns and villages than any other Philadelphia paper.

The Philadelphia *Record* enjoys an unusually good mail-train service, which enables it to get its editions to the agents in its field very early, so that the papers may be delivered as they are in Philadelphia, viz.: by six o'clock every morning.

#### LOWEST PROPORTIONATE RATE.

The Philadelphia *Record's* rate for daily advertising is 25 cents a line, which on a basis of 200,000 copies (upon which it is reasonable to figure, as several days recently we have gone over that mark) makes the rate per thousand .00125 per line. This is the lowest proportionate rate of the large papers comprised in the competition for the Third Sugar Bowl.

The most popular way to buy space in the Philadelphia *Record* is on a basis

of a ten-thousand (10,000) line contract, on which we allow discount of ten per cent, which makes the net rate 22½ cents per line; and the rate to advertising agencies 20½ cents per line, our commission to advertising agencies being ten per cent.

For special classes of advertising, the *Record* has unusually low rates.

Real estate advertisers have the use of the *Record's* columns, when the advertisements are confined to single column, at the very low rate of ten cents per line, with full display. This is without any discounts. In this respect, you will see, with the *Record's* great circulation and with this extremely low rate, this class of advertisers receive more service in proportion to the price charged than is given by any other paper in the territory in question.

#### BIG THINGS FOR LITTLE MONEY.

In the matter of summer and winter resort advertising, the Philadelphia *Record* accepts thirty-time (30) orders at the very low rate of ten cents per line, single column, allowing display.

For single column advertising of steamships and steamboats, the *Record* charges but 15 cents a line, and makes a special rate of 12 cents a line when this advertising is run every day in the year, with display.

One of the *Record's* lowest rates is its charge of but 15 cents a line to book publishers, which is an almost unheard-of rate, taking into consideration the fact that the *Record's* circulation is within but one or two thousand of 200,000. This includes the breaking of column rules and full display.

For advertising of horses and horse sales, of which the *Record* carries the great bulk in Philadelphia, the charge is but 12½ cents a line. This allows the breaking of column rules and full display.

The *Record* has made these special and low rates on these classes of advertising, recognizing the fact that they are, in a certain sense, "news items" for its readers, and from the belief that every first-class newspaper should have a complete department of all such matters.

#### POSITIONS EASY TO GET FREE.

The Philadelphia *Record* is of fourteen and sixteen pages, of eight columns in width and twenty-four inches in length.

Special pains are taken to place all advertisements next to reading matter and to give such other favorable positions as the make-up of the *Record* will allow. Thus you see that we give the very best service in positions, not only in proportion to the price charged, but, actually, *without charge*.

The Philadelphia *Record* has always aimed to make the interests of its advertisers its own interests as well; and for that reason has never adopted the system of blocking advertising in a solid mass, where the individual announcements could not be prominently displayed; but has always divided its advertisements between its different pages, so as to put the minimum amount of advertising on every page.

#### IN TOUCH WITH ALL ADVERTISERS.

The Philadelphia *Record* takes particular pains to see that every local advertiser, big or little, is taken care of in the way of positions; and our

solicitors see that our patrons receive the best service by calling on them regularly, finding out if any improvements can be made, asking in what way they can be helped, and suggesting changes in the style of their advertising as well as in the reading matter.

As to foreign advertisements, the Philadelphia *Record* has always been very prompt in its dealings, answering all communications on the day in which they are received, rendering bills promptly on the first of every month; checking all advertisements with accuracy; notifying advertisers of missed insertions and bad cuts, even before notification is received from the advertiser himself.

Discounts that are earned by an advertiser are promptly sent to him at the expiration of the year, whether called for or not.

Affidavits of circulation are sent regularly every month.

Advertisers are notified of the condition of their contract at the end of every six months, and at the end of every nine months if it is found that they are running behind. Very often the *Record* finds that an advertiser is running behind on his contract, and, upon calling his attention to the fact, learns that this has been caused by an oversight. In such cases the matter is speedily remedied.

#### AS A RATE CARD SHOULD BE.

We believe that the most appreciated service that any newspaper can give an advertiser is to give him as low a rate as any other advertiser in the paper is receiving. That this is one of the iron-clad rules of the Philadelphia *Record*—that every advertiser shall receive the same treatment and that the *Record's* rate card shall be adhered to in every respect—is an indisputable fact. Every advertiser in the Philadelphia *Record* is perfectly confident that he is paying the same proportionate rate as every other advertiser in the paper.

The *Record* has never allowed any advertiser to speak disparagingly of a business rival or of any other advertiser in its columns.

The Philadelphia *Record* has for years preached the doctrine of advertising as strongly as it has advocated the same itself.

We have always refused illegitimate advertising; have fought the crime of substitution, and have supported the honest principles of advertising and advertisers.

Very truly yours,

KENDALL B. CRESSEY.

A good field, an excellent one, a high net circulation, an extremely low rate—if another newspaper wins the guerdon against claims such as these, it will indeed be a feat of which the winner may be proud. Here, however, is a letter from the Boston *Post*, which appears to indicate that, in a field equally as good, the *Post* has approximately the same rate:

Office of

"THE BOSTON POST."

BOSTON, MASS., Feb. 10, 1900.

*Editor of PRINTERS' INK:*  
Referring to your comment upon the

circulation of the Boston *Post* in connection with my letter published in your Sugar Bowl contest. I inclose to you herewith a detailed statement giving the circulation of the Boston *Post* for every day for the year ending February 1, 1900, said statement being sworn to by the business manager of the Boston *Post* and by me.

The statement shows the average circulation of the Boston *Post* during the year to have been 123,812 copies per day. These figures do not include any special editions or sample copies printed for any purpose. The figures given represent bona fide circulation as we understand it, i. e., editions issued in good faith to meet the demands of the newspaper buying public.

We do not base our candidacy for the Sugar Bowl, however, upon the average for the year past, but upon what we are doing at the end of the year, and are likely to do in the future. The average for November, 1899, was 136,166 copies; for December, 1899, 132,399 copies; for January, 1900, 134,445 copies. During this month of February the daily average is still higher, having been for the week ending to-day 140,333 copies. We avail ourselves of this opportunity to inclose to you an excellent little pamphlet (exhibit A) just issued by our esteemed contemporary, the Boston *Globe*, showing very effectively the exceptional excellence of the Boston field for the advertiser. We regard the Boston *Globe*, or rather the Boston *Sunday Globe*, as the only serious competitor of the Boston *Post* in New England for your Sugar Bowl. The circulation of the Boston *Daily Globe* for January, 1900 (morning and evening editions), is stated as 190,750; the circulation of the Boston *Sunday Globe* for January, 1900, is stated as 255,705 copies. The *Globe's* rates for both the *Daily Globe* and the *Sunday Globe*, run of paper, are 20 cents per line. But when a column rule is broken the rate becomes 30 cents per agate line, or when cuts and extra large type are used, the run of paper rate becomes 40 cents per agate line. For broken column rules and cuts the rate in the Boston *Daily Globe* becomes 60 cents per line. See exhibits B and C.

The average circulation of the Boston *Post* during January, 1900, was, as stated, 134,445 copies per day. Our run of paper rate is 12½ cents per line. There is no extra charge for broken column rule or cuts and extra large type. Nearly every advertiser, certainly every progressive advertiser, as you are well aware, insists on using cuts and extra large type, and frequently in breaking column rules. Therefore, we hold that in comparing *Post* circulation and *Post* advertising rates with those of the Boston *Daily Globe* or the Boston *Sunday Globe*, the comparison can fairly be made only under the conditions that meet the desires of the great bulk of advertisers, and that is, for advertisements requiring broken columns, or cuts, or extra large type.

Taking the January (1900) averages of the three papers and figuring the matter out decimally per line per thousand circulation, the showing is as follows:

WITHOUT CUTS OR BROKEN COLUMN RULES.  
(Price per line per thousand).

The Boston *Sunday Globe*. . . . . 00078

The Boston <i>Post</i>	.....	00092
The Boston <i>Daily Globe</i>	.....	00104
FOR BROKEN COLUMN RULES.		
	(Price per line per thousand).	
The Boston <i>Post</i>	.....	00092
The Boston <i>Sunday Globe</i>	.....	00117
The Boston <i>Daily Globe</i>	.....	00157
FOR CUTS OR EXTRA LARGE TYPE.		
	(Price per line per thousand).	
The Boston <i>Post</i>	.....	00092
The Boston <i>Sunday Globe</i>	.....	00156
The Boston <i>Daily Globe</i>	.....	00209
FOR CUTS OR EXTRA LARGE TYPE AND		
BROKEN COLUMN RULES.		
	(Price per line per thousand).	
The Boston <i>Post</i>	.....	00092
The Boston <i>Sunday Globe</i>	.....	00156
The Boston <i>Daily Globe</i>	.....	00314

Thus it will be seen that, while the run of paper rate without broken column rules or cuts or extra large type is somewhat lower in the Boston *Sunday Globe* than in the Boston *Post*, on every other point of comparison the rate of the Boston *Post* is much lower than that of either the Boston *Daily Globe* or the Boston *Sunday Globe*. For advertisements with broken column rules the Boston *Sunday Globe* is over 25 per cent higher than the Boston *Post*; on the same basis the Boston *Daily Globe* is over 50 per cent higher than the Boston *Post*. For advertisements with cuts or extra large type the Boston *Sunday Globe* is over 50 per cent higher than the Boston *Post*; on the same basis the Boston *Daily Globe* is over 200 per cent higher than the Boston *Post*.

The Boston *Post*, as compared with the Boston *Daily Globe* has a much lower price per thousand circulation on each basis of comparison.

Taking display advertising, and especially the advertisements of so-called foreign or general advertisers as they run, with the constantly increasing and almost universal demands for cuts, extra large type and broken column rules, the Boston *Post*'s rate per line per thousand proven circulation will be found much lower than that of the Boston *Sunday Globe*. Very respectfully yours,

E. A. GROZIER,  
Publisher Boston Post.

P. S.—Inclosed you will please find several exhibits bearing upon the matter.

The "Exhibit A" referred to in the foregoing letter is a booklet issued by the Boston *Globe*, called "Do You Know?" which, after asking "Do You Know?" continues:

That while Massachusetts has but 1-400th of the National area, 1-30th of the population of the United States is within fifty miles of Boston, 1-20th of the wealth of the United States is within fifty miles of Boston, 1-13th of the clearing house business of the United States is done in Boston, 1-5th of the savings of the American people is in Massachusetts savings and co-operative banks, and that Boston is the second port in America?

That more people live within fifty miles of Boston stores than with-in the

same distance of any other stores in the United States excepting only those of New York?

That these people have better steam and street railway facilities than the people living within fifty miles of any other city, not excepting even New York?

That the true valuation of the real and assessed valuation of the personal property owned by these people is greater than the valuation of property within the same distance of any other city except New York.

That the clearing house of Boston in the year 1899 transacted a greater business than that of any other city except New York?

Finally, do you know that while the average earnings of the men, women, and children of the United States is 40 cents a day, the average earnings of the people of Massachusetts is 73 cents a day, or 80 per cent more than the average of the whole country? This means \$250,000,000 extra for Massachusetts every year.

These things prove that an advertisement in the *Boston Globe* reaches the people who have a greater purchasing power than any other people in the United States. The *Boston Globe*, daily and Sunday, has the largest circulation in Boston and New England.

On the page containing the question about population in this booklet are printed circles of different sizes, showing the population of a fifty-mile circle around Boston to be 2,392,394, round Philadelphia 2,364,041, round Chicago 1,915,716, and round St. Louis to be 912,510. On the page about mileage the circles indicate that the total railway mileage within fifty miles of Boston is 2,894 miles, within fifty miles of New York 2,606 miles, of Chicago 2,451 miles, of Philadelphia 2,332 miles, and of St. Louis 1,991 miles. On the page containing the question in regard to comparative valuations of personal property it is shown that within the fifty-mile circle Boston claims \$2,600,414,521, Philadelphia \$2,326,928,359, Chicago \$1,829,125,773, and St. Louis \$657,004,565. On the page on which the question regarding clearing house business in 1899 appears the following figures are given in the respective circles: Boston, \$6,784,183,977; Chicago, \$6,368,946,314; Philadelphia, \$4,775,299,372; St. Louis, \$1,608,007,344. The "Exhibit B" referred to in the letter is simply a clipping from the *Boston Globe* showing its January, 1900, circulation averages; the "Exhibit C" referred to is the *Globe's* rate card, bearing

out the *Boston Post's* assertions in regard to the peculiarities of its competitor's rates for space.

In addition to these exhibits, the *Boston Post* sends with its letter its circulation figures day by day from and including February 1, 1899, to January 31, 1900. The figures for each day are added together, the result is divided by the number of days in the month, and the sum secured by the addition of the average for the twelve months is divided by twelve, with the result that it is shown that the average circulation of the *Boston Post* for the year indicated was 123,812 copies per day. W. A. Grozier, the business manager, and E. A. Grozier, the editor and publisher, swear that the statement in question "represents the actual bona fide circulation of the *Boston Post* day by day during the year from February 1, 1899, to January 1, 1900, and that it includes no coupon sales, nor scheme sales, nor special editions for canvassing or sample purposes, but is confined to the real legitimate circulation of complete copies of the *Boston Post*." PRINTERS' INK submitted the circulation statement referred to to the editor of the American Newspaper Directory, and he wrote this memorandum upon it:

This statement would be perfect had the publisher stated that the figures given represent the actual number of complete copies printed and circulated. The word "circulation" is used without definition or qualification, and the Directory is at a loss to know whether it means the number of copies printed or is intended as an estimate of the number of readers, figuring five readers or some other number for each copy. When a publisher states that his "circulation" has been so and so from day to day or from week to week, the editor of the Directory is always in doubt about what meaning is in the publisher's mind. What the Directory editor wants to know is the actual number of complete copies printed. Spoiled copies and waste paper should not be included in the count.

However, this appears to be an oversight easily remedied; and when done, it will make the showing of the *Boston Post* extremely favorable.

PRINTERS' INK would be glad to receive from any of its readers letters indicating their opinion as to which newspaper should receive the Third Sugar Bowl, and why.

In none of the previous contests have so many excellent newspapers filed their claims; and in none of them, perhaps, was the standard represented by the contestants so high.

Office of  
"PATTERSON EVENING NEWS."  
PATERSON, N. J., Feb. 15, 1900.

*Editor of Printers' Ink:*

The *News* is entitled to the Sugar Bowl. Its actual net circulation exceeds 8,000 copies daily. Its rate for advertisements, run of paper, is on yearly contracts 10 cents per inch. The price per line per thousand is a very small fraction of a cent. Paterson is a big flourishing city of over 100,000. Both in quality and quantity of circulation the *News* is the best and cheapest paper in New Jersey for the advertiser.

Yours very truly, THE NEWS.

According to the rate card, one is able to purchase in the Paterson *Evening News* 22 inches, or a column, for a year for \$550; reducing this to lowest terms, we discover that on the basis of the *News'* circulation for a year previous to June, 1899, it means a little less than one-ninth of a cent per line per thousand circulation. That circulation was 7,628. Or buying space in 3,000-inch lots, we are offered it at 15 cents per inch, or about one-sixth of a cent per line per thousand circulation. Or taking the ten-cent rate quoted in the letter above, we find it amounts to approximately one-eighth of a cent per line for each thousand of circulation. It is said, however, that none of these rates are fixed, and that certain advertising agencies obtain space at \$15 per inch per year, which means about one-twentieth of a cent per line per thousand of circulation. In rates the *News* makes an excellent showing; when, however, one compares its quality with, for instance, that of the Philadelphia *Record*, the rate of which is approximately the same, the fable of the frog who tried to blow himself up to dangerous dimensions occurs immediately to mind. Still the *News* appears to be a "good proposition" for the advertiser, and cannot be blamed for having Sugar Bowl ambitions.

#### EFFECTS OF COLORS.

The more colors a newspaper is printed in the yellower it looks somehow.—*Detroit (Mich.) Journal.*

#### FOR DISTRIBUTING AND SIGN TACKING.

Many readers will think that a scale of prices could easily be arranged. Such is not the case. Were cities of certain population built alike and all on level ground, then it would be an easy matter to arrange prices satisfactorily to advertiser and distributor. In cities of 200,000 and over there is a difference in the geographical location as well as in the manner that the houses are built. For example, in some cities the houses are built flush with the sidewalk; in others, the houses set back in the yard from twenty to fifty feet. Again, some have a large frontage to their lots, while others are not over twenty feet, and again some cities are on level ground, while others are situated in hilly or mountainous regions. Some cities have suburbs that are out a great distance and very scattering, while others are built compact to the limits. How, then, could any one say that \$1.75 or \$2.00 per thousand would be a fair price for cities that are built in the two extremes above mentioned? In some localities a distributor can earn a better profit at \$1.75 per thousand than another can in a city of the same size at \$2 per thousand. In Philadelphia I am told a fair profit can be made on house-to-house distributing at from \$1.25 to \$1.75 per thousand, and that in Duluth, Minn., \$3.00 per thousand would be less profitable than \$1.25 per thousand in Philadelphia. The weight and size of paper is also to be considered. For instance, a single-sheet circular is harder to put out than a small booklet of twice its weight. Some advertising matter is so heavy it requires a horse and wagon to supply the distributor, while other matter is light, and a day's work can be easily carried. The cost of labor, which varies in different parts is also to be considered.

Sign-tacking, which is usually done by the distributors, is quite different, and I herewith give you a scale of prices which are usually satisfactory:

#### CARD AND TIN TACKING. Each.

4x 8 to 5x14, 70 square inches....	1c.
5x14 to 6x18, 108 square inches....	1½c.
6x18 to 6x24, 144 square inches....	2c.
6x24 to 6x30, 180 square inches....	2½c.
6x30 to 12x18, 316 square inches....	3c.

For odd work, figure price nearest to above in square inches; tacks to be furnished by the advertiser.

#### CLOTH BANNER SIGNS. Each.

7x6 to 14x11, 154 square inches....	2c.
14x6 to 21x28, 588 square inches....	3c.

#### —General Information.

#### IN CITY PAPERS.

The newspapers of larger cities are a veritable mine of hints for the local retailer, if he will read them carefully and use their contents intelligently. There are hundreds of apt phrases and tricks of expression which serve to brighten up the advertising and make it interesting. There are arguments that the retailer himself would not think of. All these are good material for the advertiser to study and to use when they are appropriate.—*St. Louis (Mo.) Grocer.*

*The right sort of Car Advertising pays, and pays handsomely; there's absolutely no question about that . . .*

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Are you thinking of using space  
in the cars?

This is a good time to go in.  
Of course, you want to enjoy the  
largest returns?

Then you will find our services  
invaluable.

We can prove it before you give  
us a dollar's worth of business.  
Let us talk the matter over with  
you, at your office, or ours,  
as you prefer.

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**GEO. KISSAM & CO.,**  
**253 Broadway, New York.**

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Written by FRANK H. CHAPLIN, Detroit, Mich.

**THE FACE THAT CHANGES NOT.**

Ah me, full many a year has flown—  
Two decades if a day—  
Since first I saw that face, and I  
Alas! am growing gray  
And bald; and yet, as dense and dark  
As then, its crown of hair  
Surmounts that face which shows no  
trace

Of trouble, time nor care.

No cruel crows' feet mark the eyes  
I gaze upon thro' "specs";  
And lo! the smile, the self-same smile,  
That countenance bedecks  
That met my roving glance lang syne!  
The cheeks are dimpled still,  
The teeth intact, O 'tis a fact,  
Time's conquests here are nil!

Here naught's surrendered to the years,  
Nor tithe nor tribute paid;  
My best beloved's early bloom  
Long years ago did fade;  
And still untouched by time I see—  
While I grow old and sad—  
That smiling face in its old place  
On a cosmetic ad.

—*Boston Globe.*

**THEATRICAL INDORSEMENTS.**

That form of advertising wherein theatrical celebrities indorse certain medicinal or toilet articles seems to us to be sadly overworked. There was a time when a quarter page picture of a stage favorite caught our eye immediately, and we eagerly perused the article which accompanied it, expecting to find some thrilling tragedy. Our hopes ran high when we found the heading to be "Saved From the Grave," and for about the length of a column the story kept us at fever heat. Finally, however, we learned that the complete recovery of the celebrity had been accomplished, and we breathed a sigh of relief—only then to read that the happy result had been brought about only through the aid of Quackemberry's Perennial Pellets. Of course we read no more about it, but the mission of the advertiser had already been accomplished. That sort of advertising deceives us no longer, however, and I doubt if any one now pays the slightest attention to these testimonials. Certainly one does not have to be in close touch with the advertising world to realize that all such indorsements are liberally paid for. As regards testimonials of skirt-binding, tooth-washes, etc., they are growing very wearisome. We have become so accustomed to viewing the toothy pictures of our actresses that we have come to imagine all of them as bearing a sisterly resemblance to the cartoonists' idea of Governor Roosevelt. If this advertising fad continues we will no longer recognize an actress by what she has played, but by what she recommends.—*N. Y. Dramatic News.*

**LIKE TALKING.**

An ad ought, above all things, to be natural. It ought to sound as if somebody were talking. There should be no apparent effort to be colloquial. It is better to be stiff than to be colloquial awkwardly. If you can't be easy in your advertising, don't try. If it isn't natural for you, don't try it.—*Texas Publicity.*

**TWO MEN.**

Many a man has made a fortune through judicious advertising. Take two men starting in business at the same time. One uses all the money he makes in living well and sometimes even extravagantly. The other invests all the surplus cash that he can lay his hands on in advertising here, there, everywhere that he thinks will attract public notice. What is the result? The man who advertises has crowds flocking to his shop to see the beauties of the advertised goods, and as the public begin to run so will they continue from sheer force of habit. The first shop-keeper will in the meantime be sitting, unthought of and uncared for, aghast at the crowds which daily throng the counters of his competitor and bitterly bewailing the bad luck which has followed his own venture into trade. Yet he has no one to blame for it but himself.—*Chauncey M. Depew, in N. Y. Journal.*

**ARRANGED BY STATES.**

*Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance.*

**CONNECTICUT.**

SOME of the advertising agents don't recommend the use of the *DAY*, New London, because they do not find it susceptible to their blandishments and because it puts them all on the same footing.

**GEORGIA.**

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it: 33,000 monthly. Covers South and Southwest. Advertising rates very low.

**MAINE.**

CASTORIA isn't advertised in the Rockland (*Me.*) COURIER-GAZETTE because rates are too high. We want the ad very much, but can't charge Lydia Pinkham one price and Castoria another. Pinkham with us for years.

**CANADA.**

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

**CLASS PAPERS.****ADVERTISING.**

PRINTERS' INK, published weekly by Geo P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It has won a high place. The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. It is a journal of many topics, giving a full thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day-to-day's theories and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

**RELIGIOUS.****BAPTIST.**

**T**HE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**WANTED.**—Case of bad health that R-I-P-A-N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

# The Arizona Republican

PUBLISHED EVERY  
MORNING IN THE YEAR AT  
PHOENIX, ARIZONA.

Exclusive Associated Press Dispatches. Only perfecting press in Arizona. Three Mergenthaler machines.

Circulation exceeds the combined circulation of all other daily newspapers in Arizona

FOR RATES ADDRESS

**CHARLES C. RANDOLPH,**  
Publisher,

OR

**H. D. LA COSTE,**  
38 Park Row, New York.

BUFFALO, N. Y., Feb. 9, 1900.  
**PRINTERS' INK**, New York, N. Y.

Gentlemen.—Referring to the advertisement for type founders advertising in column 2, page 23, No. 6, Vol XXX, why do you not come direct to the point in your argument for the advertising of type in **PRINTERS' INK**? You preach the gospel of advertising to consumers. Does not all the argument for advertising commodities to consumers, rather than through trade journals to dealers, apply to the advertising of type? **PRINTERS' INK**? **PRINTERS' INK** is to the type founder a medium for reaching the public that consumes his goods. Pardon the suggestion. Sincerely yours,

D. D. MARTIN, Sec. Larkin Soap Co.

# MUSICAL INSTRUMENT Premium CATALOG



Every one interested in Premiums ought to get this catalog. It is compiled from a practical standpoint. All the descriptive matter is already written. Cuts of the goods are loaned free to responsible firms. With the aid of a scissors you can get out most attractive offers in 10 minutes. Write to-day for the catalog.

*Lyon & Healy.*

2 Adams Street.

# The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 200,000 population) and so varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. Write for rates.

**THE TRIBUNE PUBLISHING CO., . . . Pawtucket, R. I.**

J. W. BUCKMASTER, Advertising Manager.

DURING  
THE  
FOUR  
YEARS



I have been  
Advertising  
Manager of

**The Christian  
Witness,**  
Boston,

I do not know of a case where  
an advertiser was dissatisfied  
with the service rendered . . .

**Output, 10,000 Per Week.**  
**Rates, 10 Cents Per Line.**

W. J. SHILLIDAY, Adv. Mgr.

**The Land  
of Sunshine  
Covers  
California and**

has a larger circulation in  
California than all the  
Eastern Magazines com-  
bined; it has besides this  
just added 3,000 paid sub-  
scribers outside the State,  
the result of a vigorous  
subscription campaign . . .

**A Page a Year for \$240!**

Write for sample copy and rate  
card to **LAND OF SUNSHINE PUB.  
CO., Los Angeles, or**

**EDGAR JOHN ARNOLD,**  
Eastern Representative,  
13 Park Row, New York.

**BOOKLETS  
ADVERTISEMENTS  
CIRCULARS**



I am in a position to offer you better service  
in writing, designing and printing advertising  
matter of every description than any other  
man in the business. I make the fashion in  
typographical display. I have charge of the  
mechanical department of PRINTERS' INK.  
My facilities are unsurpassed for turning out  
complete jobs. If you wish to improve both the  
tone and appearance of your advertising matter  
it will pay you to consult me. Send your name  
on a small postal card for a copy of my large  
postal card.

**WM. JOHNSTON, Mgr. Printers' Ink Press,  
10 Spruce St., New York.**

## We Pleased the People

of Trenton and vicinity by giving them all the local news all the time, and the result has been that the **TRENTON TIMES** has made advances in the past year which are almost phenomenal. Its daily circulation of more than 6,000 is as substantial as that of any paper anywhere and this is being increased very rapidly. The **TIMES** is Trenton's only penny paper, and it is the only afternoon paper in the city. It goes into the homes of the people and is the best advertising medium in that section. Trenton has 75,000 of as prosperous and intelligent people as are to be found in the Union. Write for advertising rates.

**TRENTON TIMES, Trenton, N. J.**

## The Evening Journal

OF JERSEY CITY, N. J.,

goes into over thirteen thousand families in Jersey City, and is a guest in over eighty per cent of the English-speaking households in the city . . .

Average Daily Circulation in 1899 . . . **14,486**

## The San Jose Herald

"**T**HE SAN JOSE HERALD is peculiar. It is unique. It does not permit the advertisers to run it nor the subscribers to dictate to it. The Editor and Manager runs the paper to suit himself. He writes just what he pleases and publishes it, taking all chances of being arrested for libel. If he lies about the circulation and it can be proven, he will give \$500 in Gold Coin to the party who will furnish the evidence. Advertising and subscription books are on the counter ready for examination and the proprietor of the HERALD will pay the expenses of competent experts to examine the books, the experts to be chosen by the advertisers; provided the subscription list is not found to be more than is claimed in any statement given from this office. THE HERALD is quoted more by the press of the Pacific Coast than any ten papers published in California. We will forfeit \$50 in Gold if this statement can not be proven true."

For Advertising rates, etc., address

**CHAS. M. SHORTRIDGE,**

EDITOR AND MANAGER,

**San Jose, California.**

Special Agent, C. E. GOODRICH, 34 Park Row, New York.

Representative, D. H. FOLTZ

# The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to  
**THE PARIS EXPOSITION**

**UNDER THE AUSPICES OF  
 THE PARIS EXPOSITION COMMISSION**

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

## 50,000 GERMANS

read the daily TOLEDO EXPRESS  
 and 75,000 others the Weekly.

Have you anything to sell that  
 they need? Experience of many  
 proves that you can reach them  
 in no other way so quickly and  
 cheaply as through the . . . . .  
**DAILY and WEEKLY EXPRESS.**

**W. E. SCOTT,**      **150 NASSAU ST., N. Y.**

EASTERN ADVERTISING MANAGER.

## The Practical Dairyman

with over **20,000** circulation among the creameries, factories,  
 dairymen and farmers of Indiana, Ohio, Michigan, Illinois, Wisconsin,  
 Iowa, Minnesota and Canada, offers advertisers the best  
 facilities for reaching these classes, which are composed of ready  
 and liberal buyers. The publication is the leading dairy paper  
 of the country and is steadily gaining in popularity. Circulation  
 guaranteed. Rates low. Sample will be sent free on application.

**E. CHUBB FULLER, Publisher, INDIANAPOLIS, IND.**

## KANSAS IN 1900

is the most promising field in the Union for the judicious advertiser. The people are enjoying a period of unexampled prosperity, and have the money to buy what the advertiser offers them.

# THE TOPEKA CAPITAL

Is the direct road to the best homes in Kansas. It reaches every city and county in the State, and in circulation, character and confidence of the people has no rival.

### AVERAGE CIRCULATION FOR 1899.

*Daily Edition, 11,484*

*Semi-Weekly, 16,540*

*Sunday Edition, 12,434.*

POSTOFFICE FIGURES—Showing Newspaper Postage Paid in Topeka During the Year 1899. THE CAPITAL pays 52½ Per Cent of the Whole or \$537.89 More Than All the Other 45 Papers Together.

**THE CAPITAL, . . . . . \$5,182.91**

1. State Journal.....	\$	125.00
2. State Journal, weekly.....		
3. Democrat, daily.....		
4. Kansas Farmer, weekly.....		
5. The Advocate, weekly.....		
6. The Mail and Breeze, weekly.....		
7. Fulcrum, weekly.....		
8. The Kansas Telegraph, weekly.....		
9. Merchants' Journal.....		
10. State Ledger, weekly.....		
11. Medical Journal, weekly.....		
12. Western Odd Fellow, weekly.....		
13. The Plaindealer, weekly.....		
14. Western School Journal, monthly.....		
15. Kansas Worker, monthly.....		
16. High School World, monthly.....		
17. Kansas F. A. & I. Union, monthly.....		
18. Saving Health, monthly.....		
19. Poultry Breeder, monthly.....		
20. Baptist Visitor, monthly.....		
21. Poultry West, monthly.....		
22. Kansas Children's Home Finder, monthly.....		
23. Protector, monthly.....		
24. Ancient Order of Pyramids, monthly.....		
25. Western Veteran, monthly.....		
26. Forsamlingen Budbarare, monthly.....		
27. Kansas State Notes, monthly.....		
28. Gleanings, quarterly.....		
29. Volksblatt, weekly.....		
30. The New Woman, monthly.....		
31. The Washburn Review, weekly.....		
32. Western Pigeon Review, weekly.....		
33. Barks and Cackles, weekly.....		
34. Kansas Messenger, weekly.....		
35. Kimball Family News.....		
36. Spirit of Kansas, weekly.....		
37. Colored Citizen, weekly.....		
38. Christian Blade, monthly.....		
39. Shorthand for Everybody, monthly.....		
40. Topeka Monitor, quarterly.....		
41. True Democrat, weekly.....		
42. Kansas State Sunday School Journal, monthly.....		
43. Kansas Issue, monthly.....		
44. Kansas Churchman, monthly.....		
45. Western Barber, monthly.....		

**\$4,645.02**

**THE CAPITAL, in excess of all the other 45 papers combined \$537.89**

### S. C. BECKWITH SPECIAL AGENCY,

SOLE AGENTS FOREIGN ADVERTISING,

469 The Rockery, Chicago. 47, 48, 49 and 59 Tribune Bldg., New York.

THE  
**Buffalo Review**  
is the only  
**Newspaper in Buffalo**

that has a double value to its readers. The general public wants it for its complete foreign and local news; the business public reads it for its exclusive features. The only newspaper publishing New York Sun telegraph news; the only newspaper publishing county transcripts and court calendars.

**Complete,  
Enterprising,  
Fearless.**

Largest 2-cent circulation. Reaches the representative people of Western New York. Best medium for staple goods.

Eastern Agency:  
W. E. SCOTT,  
150 Nassau Street, New York.

[THE BUFFALO REVIEW CO.,  
Buffalo, N. Y.

If you are troubled  
With colicky pains;  
Ripans Tabules,  
Our doctor explains,  
Are easy to try  
And cheaper to buy  
Than a tombstone  
To mark your remains.

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., 10 Spruce St., New York City.

AHEAD OF ANY OTHER BOSTON DAILY.

# BOSTON TRAVELER

During the past four months the BOSTON TRAVELER has carried more columns of paid advertising than any other Boston daily. This is not generally known, but it is true nevertheless.

Furthermore, the TRAVELER leads all the other afternoon papers in New England in circulation.

*Average 1898,*

**76,868 Copies**

THE S. C. BECKWITH SPECIAL AGENCY,  
NEW YORK AND CHICAGO.

HOW  
BUSINESS  
IS  
GOING IN

# DETROIT

The following table shows the increase or decrease in advertising by inches made by the various Detroit newspapers in 1899 as compared with 1898:

	Local Display Advertising.	Total Advertising.	No. Inches Vile Medical Advertising Not Allowed in Journal.
July —Free Press, News, Journal,	164 inc. 489 dec. <b>1261</b> inc.	1766 inc. 344 inc. <b>4530</b> inc.	754 inches. 668 “
Aug.—Free Press, News, Journal,	562 dec. 1364 inc. <b>1243</b> inc.	833 inc. 1262 inc. <b>6240</b> inc.	612 inches. 365 “
Sept.—Free Press, News, Journal,	755 inc. 1367 inc. <b>361</b> inc.	1711 inc. 2654 inc. <b>3819</b> inc.	403 inches. 348 “
Oct. —Free Press, News, Journal,	2488 dec. 909 dec. <b>1633</b> inc.	752 dec. 150 dec. <b>4173</b> inc.	423 inches. 311 “
Nov.—Free Press, News, Journal,	3290 dec. 859 dec. <b>1385</b> inc.	380 dec. 582 inc. <b>4466</b> inc.	552 inches. 356 “
Dec.—Free Press, News, Journal,	209 dec. 1692 dec. <b>1171</b> inc.	1668 inc. 1321 dec. <b>3170</b> inc.	706 inches. 347 “

THE DETROIT JOURNAL alone shows increase figures in every month.

THE DETROIT JOURNAL is a growing, vigorous newspaper.

THE DETROIT JOURNAL made its best record in 1899.

THE DETROIT JOURNAL will make a better record in 1900.

At your Service,

PERRY LUKENS, JR.,  
Manager New York Office,  
Tribune Bldg.

C. F. REMINGTON,  
Advertising Manager,  
Detroit.

PARIS

On Sunday, March 25th,  
The Brooklyn Daily Eagle  
will publish a

**SPECIAL EXPOSITION  
NUMBER**

This issue will contain  
accounts of the American  
exhibitions at the fair and  
other information of value  
and interest to all.

PARIS

The Eagle in Paris,  
at No. 53 Rue Cambon, cordially  
invites all Americans to  
make their headquarters in its  
offices. Every accommodation  
and courtesy shown to all  
who call.

PARIS

The Eagle Guide book to Paris  
and the Exposition. This little  
book has been commended from  
all sides for its accuracy,  
conciseness and completeness.  
Copies forwarded upon receipt  
of two-cent stamp.

THE  
**Brooklyn Daily Eagle**  
BROOKLYN, NEW YORK.

*From Fame, February, 1900.*

## PEOPLE READ STREET CAR ADS.

BY TAYLOR GRANDY.

The objection is made to the use of street cars, as a medium of advertising, that the people do not read the ads in the cars, that they do not look up, or that they are too much engaged in reading a book or the morning or evening newspaper.

That the people do not read ads is not a new objection against advertising. Every newspaper solicitor has heard it time and again, and to remove this ground for refusal to advertise, on the part of some business houses, a few publishers have adopted the policy, temporarily, of misspelling words and putting one additional letter in each ad, all the additional letters when properly put together forming a motto or popular saying, and offering prizes to those reading all the ads and sending in correct solutions. This policy, however, has never been adhered to for any length of time, and the great bulk of the advertisers have gone on advertising without such questionable aids, reaping returns and making profits and building up their business.

It is possible, even probable, that some people do not see the ads in the cars. They may be blind or they may not be able to read, or they may never take their eyes from the page of the book or newspaper they are reading. But blind people, and those unable to read, do not read the ads in the newspapers, and there are some few people who read the newspaper only occasionally, if at all. And then there are some who are so busy, or think they are, who read only the summary of the news in the papers, while others read only the sporting page, and others see only that part of the paper devoted to society or marriages and deaths. Then there are hundreds and thousands who will tell you that they never read the ads in the papers at all; that they read the papers for their news.

And yet merchants and manufacturers go on spending hundreds and thousands of dollars in the newspapers, drawing the pat-

ronage of hundreds of thousands of people, are successful and prosperous, and are making more and more money continually, while the business of those who hold that people do not read ads lags and gradually dwindles away.

Somebody, and a great many somebodies, too, at that, although not everybody, *must* see and read the ads, otherwise there would not be that great increase in demand for advertised articles.

As it is with the newspapers, so it is with the street cars. Some people do not even ride on the cars. They walk, because they haven't money for car-fare, because they wish to save their nickel, or because they want exercise. A few ride, and do not read. But the vast majority both ride and read.

Nearly all the population whose trade is worth considering ride on the cars, not only to and from business but during the day, not only morning and evening but noon and night, to business, home, shopping, calling, to the theaters and on all the various rounds of business and pleasure. The people are in the cars at all times, not only twice a day but often three or four or five times. And the cards, too, are always there. Limited in number, bright in colors and beautiful in illustrations; if they do not catch the eye in the morning they are there to do so in the afternoon; if you do not see them in the evening then they are there to quiet you at night. They are never folded up and put into the pocket. They are always at their post, always doing duty. And they are read because they must be read, because they are always before you. Even if you are interested in your book or newspaper you must look up from time to time. Then they are there to tell their story. You cannot stare people in front of you out of countenance, you grow tired of looking out at the seemingly endless mass of houses, and you look up and around and there are your new friends, the cards, to greet you and break the monotony, and afford you relief and variation of interest.

It is undoubtedly true that everybody does not read all the cards all the time, just as it is true that everybody does not read all the ads in all the papers all the time. But it is equally true that everybody whose trade is worth considering reads some of the cards some of his time, just as everybody reads some of the ads in some of the papers some of the time.

## MR. GRANDY'S



article is impartial, concise and convincing, and all that is necessary to supplement it is to place your **STREET CAR ADVERTISING** in the right hands.

We are the largest concern exclusively in this line in the world.

---

**Geo. Kissam & Co.,**



253 BROADWAY,

NEW YORK.

13 Branch Offices.

# Hearty Thanks!

The C. W. O. (cash with order) Varnish Co., of Indianapolis, Ind., issued a small pamphlet some time ago, and I wrote for a copy of it, and received the following reply:

**PRINTERS INK JONSON.**

*Dear Sir*—Replying to your favor of the 27th we take pleasure in handing you herewith the little book in question. The writer has read your advertisements in PRINTERS' INK, and has improved himself therefrom, for which he owes you at least hearty thanks, and here they are. Wishing you more success than you have ever had, and that is putting it very strong, I am yours truly,

C. W. O. VARNISH CO., A. L. SARRY, Manager.

It would pay printers to get a copy of this book, even if they had to send the money, as it is very interesting and instructive. This man is not ashamed to admit that he profited by my experience, and if short sighted printers would only realize how much they pay over and above my prices, simply to secure an extension of thirty or sixty days on their bills, my name would become immortal in the trade. One very interesting portion of the book is as follows:

<p><b>We</b> charge for THE COST OF raw materials manufacture, and our profit.</p>	<p><b>Others</b> charge for THE COST OF raw materials manufacture, bookkeeping, a credit man, mercantile agencies, traveling men, free samples, making collections, bad accounts, and their profit.</p>
<p>All these added together make the price you pay us.</p>	<p>All these added together make the price you pay them.</p>

These words tell the tale. Send for a copy of my prices, and don't be misled by the alluring discounts offered by credit houses on their supposed price list.

ADDRESS

**PRINTERS INK JONSON,**

13 Spruce St.,

New York.

## BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

We have a shoe department in connection with dry goods, millinery, etc. We keep a medium line of children's, ladies' and men's shoes, buying them from the best houses and offering them at 20 per cent profit, and are still unable to make that department a success. Our other branches are very successful, but we cannot get the shoes to move successfully. We carry a stock of about \$8,000.

Please give us a little advice as to how to run this department successfully.

N. & Co.

This is a very difficult question to answer from the meager information given, as the trouble may arise from a variety of causes, or again it may be caused by one little thing.

The only thing, under the circumstances, is to give general advice, and I trust that my correspondent will be able to pick out such points as may apply to him.

In the first place, the shoe department may perhaps have been added to the store after the other branches of the business were well developed, and therefore, the shoes not being so well known and not having had so long a time to work up a trade, it would naturally not show such results as those departments which are older.

If this is the case, our friends may be expecting too much from a new department. If, however, the department is just as old as the other stocks, all lines of goods having been opened at once, then perhaps there has not been enough attention paid to the shoe department to keep it on a line with the other branches.

Perhaps N. & Co. have been pushing the dry goods and millinery business, but have allowed the shoes to take care of themselves. Next, perhaps, the character of the goods carried in the shoe stock is not on an equality with the goods carried in the other departments.

For instance, if a high class of dry goods and millinery is carried the store should also carry a high

class of shoes. If a cheaper class of dry goods and millinery should be carried, then the shoes should be of a correspondingly cheaper class.

To have high-class shoes and cheap-class dry goods would not go well together; neither would high-class dry goods and a cheaper class of shoes go well together.

The trade which comes to your house would naturally want shoes to match their dry goods. I mention this because some stores are making a mistake in this line. So it may be well for my correspondent to ask himself this question:

Have you, as yet, yourself seen anything wrong with the shoe department, and if so, have you corrected the matter?

Are your salespeople in the shoe department polite and attentive to the customers?

Do you take pains in waiting upon every one?

It is comparatively easy to sell a customer ten yards of dress goods or some other article of this character which only needs to be cut from the piece, but to sell a pair of shoes requires a good deal more work.

You must first find the shoes that fit the customers, that please them in style and quantity and that are suited to their pocketbooks. These three things have to be watched particularly, and it is necessary that a great deal of pains be taken to give them something that will suit them in all respects.

Do you allow parties who have purchased shoes to freely exchange them or get their money back in case the shoes are not satisfactory after they are taken home?

If this is not done it may be one cause of dissatisfaction which is working against your shoe trade.

Is your shoe stock located in the proper place in the store?

For instance, if you have all your other goods downstairs and

your shoes upstairs by themselves, with perhaps a difficult way to get them, that may account for it not being so popular a stock.

Again, do you allow enough space for your shoe stock?

You must have room enough for your customers to seat themselves comfortably, and it must, to some extent, be located where customers can try on the shoes without being gazed at by other persons, as a great many people object to trying on shoes where they are likely to be seen by other customers in the store who are not similarly engaged.

As to advertising shoes, I would advertise them just like I would anything else, just like I would dry goods.

I would suggest that it would perhaps be better to get a better profit on the general stock than the 20 per cent just mentioned. I, of course, do not know the circumstances under which the goods are sold, but it seems to me that more than 20 per cent ought to be realized on the gross. Would it not be well to mark your goods 25 or 33 1-3 per cent profit and then pick out one or two special lines and sell them for a while at cost or less than cost in order to draw trade to your place of business? In making a sacrifice price on any special line for a leader, always pick out the very thing upon which you would be likely to make the most sales. Take some popular line, something real good in ladies' shoes, or men's, say a shoe which costs you \$2.00 and retails from \$2.75 to \$3.00. Pick out the very best thing you have at these prices. Describe it very particularly in the newspapers and dress one of your shoe windows with them, stating frankly that they are your regular \$2.75 and \$3.00 shoes, etc., but in order to draw the people to your store you are going to sell them at \$1.48 a pair or \$1.98 a pair. Let the shoes be really so good that every customer who buys them will be surprised at the value they have received. This will bring quite a number of people to your store. Suppose you sell one hundred pairs at \$1.48; you are not losing more than 52 cents on a pair, and if you can get

a hundred people to be pleased with the goods they have bought from you, 50 cents is not too much for such advertising.

In the first place, a great many people who come in to see these shoes probably buy something else in your store while they are here. They may buy other shoes, as the ones which you are making a special sale on may not prove to be exactly what they wish. Any way, many may purchase something else in some other part of the store and the profit you make on these sales more than makes up for the loss you will sustain on the shoes, so from the very beginning you will come out whole on the transaction and have sent away fifty or a hundred people pleased with the bargains which they have secured.

Specials of this kind will be found to draw more people and to give better satisfaction as a rule than having a general reduction all over the stock. Those whom you send away with a special bargain will usually remember it when they want something else in your store and come back to get it. Thus in a short while you have probably educated several hundred people to believe that they can get bargains at your store in shoes, and this will eventually work up a trade which you so much desire.

If I have not yet located the trouble in this shoe department, I would be glad to have my correspondent write again, giving further particulars as soon as he has tried the suggestions which I have just made.

\* \* \*

Discretion is a great business virtue. It is one, however, that is possessed by very few business men, or by very few managers, and perhaps by very few persons in any branch of business.

I wish to speak particularly of the discretion that an employer should use in handling and regulating the movements of his employees. There is a happy medium between allowing the employees too much liberty and being too strict with them. This happy medium is one of the things that tends to make the wheels of business move with little friction

What I wish to say particularly in regard to discretion in handling employees refers more to those who are supposed to be in authority over certain lines of your business. For instance, you have managers of the different branches. First, I would say, in selecting your managers you ought to select only those in whom you can place implicit confidence. It would be much better for you if you had a manager to whom you can trust to a large degree the running of his department than three persons in whom you cannot place confidence, even though you secure all three for a less salary than the one man whom you can trust. Having secured a manager in whom there is some stability and who has energy and ability, it does not do to place too tight a brake upon the manner in which he conducts the business for you, as you will likely cause friction so great that there will be constant jars or at least a retarding of your progress, or, as we have heard said: "No matter how fast the steam engine, it cannot make very great speed if the brake is kept constantly or too frequently applied."

Too much hampering of a real good employee takes all the life and vigor out of his work for you, and does your store more harm than it will good.

Many persons in your employ may have no discretion, are not trustworthy, and it does not matter probably how much or how often you may call them down or regulate every movement which they may make; but a man of some opinion of his own, or some reasoning power, of some ability, will not be able to work satisfactorily or to do himself or you justice where his every action or his every effort to run the business according to the way which he may feel it is best, is hampered by numerous dictations from you.

If you have good employees you will find it to your advantage to allow them some discretion in such service. A good employee will work better, work longer and more satisfactorily to himself and to you if allowed to go forward in his own way than he would if compelled to conform in the min-

utest details to your own thoughts and ideas.

I am, of course, not speaking of those matters which naturally should be governed by the head of the house, but I mean all those little details of business which in themselves do not amount to much, but which can be most satisfactorily done when each person does them according to the dictates of his own conscience.

I know of certain firms which have men of ability, men who are probably just as capable, if not more so, of handling their department than is the head of the house, whose whole life is made a worry and annoyance and whose business is constantly hampered by the senseless picking and dictation in small matters.

When business men begin to learn that good people are treasures to be appreciated, and when they begin to learn that men of talent cannot work satisfactorily except in the particular channel which they lay out for themselves, then many lines of business will move much more smoothly and much more satisfactorily to all concerned.

\* \* \*

One of the correspondents of the *Grocery World*, of Philadelphia, Penn., sent the circular given below to the editor of that paper, who published it. The circular was gotten out by Mr. Joseph Williamson, of Louisville, Kansas.

#### DON'T GET MAD.

I am tired of this calling me to the store on Sunday. I don't mind giving people something to eat on Sunday when it is necessary, or get them medicine in case of sickness. But my store is not open for general business on Sunday.

Now, it is not self-righteousness on my part that calls out this protest; it is need of rest. You will generally find me in the store on other days from 7 o'clock in the morning till 8 o'clock at night, and it is necessary that I rest on Sunday.

You have no more right to ask me to go to the store on Sunday than I have to ask you to saw my wood on Sunday, or to build a stone wall.

May be I have a blunt way of

telling you about it, but you know my way is to speak so you will understand.

There are occasions when it may be necessary to work on Sunday. A minister one time, when he saw the threatening clouds approaching, dismissed his congregation in the middle of the service, and sent the members to the field to gather in the wheat of a sick man. And the Bible says if your mule falls into the well on Sunday, pull him out. But it doesn't tell you to give no heed on Saturday what you will need the next day, and then on Sunday go and call out Joe Williamson to fill up your larders.

Now, please don't get into your heads that because I have a good trade, I am getting to feel too independent. I want to treat you right and be accommodating, but I like to rest, or play, or go to church, or visit on Sunday just as well as you do.

I am sure it is thoughtlessness on your part, and I forgive every one of you. And when it is necessary I will cheerfully get you what you want any time.

JOE WILLIAMSON.

\* \* \*

Not very long before Christmas I received a neat little catalogue from the manufacturers of the Regal shoe. The style of the cuts and the illustrations were quite pleasing and made a good impression until I got to the back of the book and found a little yellow slip of paper inserted. This little yellow slip of paper was dated April 1, 1899, and said: "When this catalogue went to press the Boston banks have made a new ruling in regard to checks."

Now, until I saw this little yellow slip of paper, I had supposed that this was a catalogue of fall shoes, but as the notice was dated April 1st, and the catalogue went to press before that, it at once caused me to think I had a back number of the catalogue.

If a catalogue must be printed so far ahead as to go to press in March for distribution in December, then do not have anything about the catalogue that will indicate this.

Naturally people would be inclined to say at once: "Well, if

this is the March catalogue it probably has not the latest styles in it and therefore I will not order from this for fear I will not get just what I want."

Print your catalogue when you please, but when you send it out do not tell people it is nearly a year old.

\* \* \*

The New Bedford (Mass.) *Morning Mercury* gets out one of the neatest advertising booklets that I have seen in some time. It is printed very nicely, is small and easy to handle, the type is large and readable and there are only a few words on a page. It gives reasons why advertising in New Bedford ought to pay and then winds up by the statement that the *Mercury* is the only morning paper in New Bedford.

Some of the reasons given on the various pages why advertising in New Bedford ought to pay are as follows:

"Because the deposits and surplus in its national banks and trust company at last reports were \$4,797,668.98.

"The deposits and surplus in its savings and co-operative banks where the people place their savings is \$20,760,703.98.

"Because it is estimated that the weekly pay-roll of New Bedford's industries is \$131,000.00, making an annual amount of \$6,812,000.00."

A sensible little booklet like this ought to bring results.

\* \* \*

Thompson's Drug Store, of Allegheny, Penn., publishes the following in their advertisements and in their little monthly paper which they publish and call the *Thompsonian*:

"We sell postage stamps. We keep a directory. We have a public telephone. We have plenty of room for you to wait for a car. These conveniences are at the disposal of the public for the sake of creating Good Will between the people and ourselves. We want you to use them."

\* \* \*

I received quite a number of small papers recently gotten out as private organs of some particular business. Among them was one entitled "Real Estate Dots,"

published by C. A. Scott, of San Diego, Cal.

If a business is so located or of such a nature that circular advertising is the kind it ought to have, I believe that a little circular like this in the shape of a newspaper, not only filled with advertisements, but some little scraps of reading matter, is much more apt to be read than the ordinary printed sheet which contains nothing but advertisements.

\* \* \*

I receive such a large number of booklets and specimen advertisements that it is impossible for me to criticise or mention one-tenth of those which are sent me for that purpose.

In order that those who have so kindly sent me their matter may not feel disappointed, I want to say it is not because the matter is not good, etc., but simply because I have not in this department the space to devote to it.

In order for me to criticise a booklet or advertisement, it must be something decidedly out of the ordinary and must be of such a nature as for me to believe that it will be interesting to the majority of persons who read this department.

\* \* \*

Mr. M. Lee Starke, who represents in New York City a number of good papers, such as the *Brooklyn Eagle*, *Washington Star* and *Indianapolis News*, shortly before the first of the year got out quite a number of attractive advertising novelties; one a date book for 1900, a very serviceable article that every business man can use to advantage.

It pays a newspaper when giving away a novelty to give away something, not only neat in appearance, but of some real use to an advertiser.

\* \* \*

Kuh, Nathan & Fischer Co., of Chicago, are sending out their booklets of advertisements for the coming spring and summer. This firm makes a specialty of helping their customers to advertise properly.

The booklet is a very neat one, except that it is an unhandy size, so long that it has to be folded,

and this always spoils the effect of a booklet. If the pages had been made a little wider and two advertisements on a page instead of one, it would have been a better size for preservation. The extra space at the top and bottom costs money, but does not do very much good.

I believe very firmly in the policy of a wholesale or manufacturing concern helping the retailers to sell goods by furnishing them with advertising assistance.

Here is the matter on one of the back pages of this booklet which shows what Kuh, Nathan & Fischer Co. propose to do for their customers who want assistance in advertising:

WE  
WILL  
RECEIVE

with pleasure at all times your request for any special ADVERTISING ASSISTANCE.

You have only to write to our Aditor, he is at your service *free of any cost to you*. This is one of the distinctively original features of our "personal service" advertising department. Co-operate with him, send him your newspaper and handbill advertising for possible improvement, suggestion or consultation. It is just *one* of the ways of "the house that helps you to sell your goods."

KUH, NATHAN &  
FISCHER CO.  
CHICAGO.

\* \* \*

Mr. George B. Evans, of 1106 Chestnut street, Philadelphia, Penn., gets out the best catalogue of drugs and druggists' sundries that I have ever seen. The catalogue is handy, attractive, well printed and the merchandise is illustrated with half-tones taken from photographs. This catalogue certainly ought to sell his line of goods if any kind of a catalogue will.

The principal wording on the cover of the catalogue outside of the name and address of Mr. Evans, are the words in bold, black type: "See what you'll save."

This is a good line for any kind of a catalogue or an advertisement.

**OUT MARCH 1st !**

THE  
**American Newspaper Directory**

FOR

**1900**

THIRTY-SECOND YEAR.

First Edition will be ready for Subscribers on  
Thursday, March 1st.

A Complete Catalogue of the Contemporaneous American Periodical Press

... AND ...

THE RECOGNIZED AUTHORITY ON AMERICAN NEWSPAPER STATISTICS.

Revised up to Date. Over 1,400 pages.

**Price, Five Dollars.**

BENT, CARRIAGE PREPAID, ON RECEIPT OF PRICE.

ADDRESS ORDERS TO

GEO. P. ROWELL & CO., PUBLISHERS,  
10 SPRUCE ST., NEW YORK.

# A Source of GREAT BENEFIT.

Office of  
**ARNOLD, LOUCHHEIM & Co.,**  
Manufacturing Clothiers,  
1021 Filbert St.

I am a busy man, and I do not find time to read anything but the daily papers, morning and evening, going to and from my place of business. This rule has, however, one exception—**PRINTERS' INK**. I have same sent to my house address. I believe I have read every copy, with few breaks, when out of town, since it started. The wonderful part of my devotion to **PRINTERS' INK** lies in the fact that I am not particularly interested in advertising from a retail standpoint; yet I read it from first to last page, showing how cleverly edited and how interesting even strictly business can be made. I have entire charge of the advertising of our firm, and do quite a great deal in direct advertising, booklets, sample cards and the like sent direct to customers or dealers on whom our traveling men call, supplemented by large ads in the trade journals. I can truly say that **PRINTERS' INK** has been a source of great benefit to me, and I am storing up knowledge of advertising and methods that are bound to be of value to me later.

## GUSTAV DANIEL.

PHILADELPHIA, PA.

PRINTERS' INK subscription price is \$5 a year. It is worth the price.

Address  
**PETER DOUGAN**, Subscription Manager,

**PRINTERS' INK,**  
10 Spruce St., New York.

# NO QUESTION ABOUT IT STREET CAR ADVERTISING

brings you face to face with a buying circulation and the wise advertiser seeks that every time.

## —WE CONTROL—

one kind of street car advertising—THE BEST.

## AN INQUIRY

from you will bring a response from us that ought to get your cards in the best lines of the country.

## GET IN THEM

and let the present year be your most prosperous. We are ready to do our part.

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GEO. KISSAM & CO.,

253 BROADWAY, NEW YORK.

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Written by Harry V. W. Stivers, Philadelphia, Pa.